

INDIAN FOODWAYS IN CHRISTCHURCH- A STUDY OF INDIAN RESTAURANTS

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ABSTRACT

The aim of this thesis is to understand Indian restaurants' perception of authenticity and related attributes in its servicescape and menu elements that influence customer satisfaction. Existing studies have underlined the significance of perceived authenticity and related attributes in influencing customer satisfaction in an ethnic restaurant scenario. The academic literature offers relatively low insight into the managerial perceptions of authenticity and related attributes in ethnic restaurants. Besides, a limited number of studies have analyzed Indian cuisine in a hospitality backdrop. No specific research on Indian restaurants has been previously carried out in New Zealand, given the prevalence of the long history of Indian community in the country. On the other hand, research on ethnic restaurants has been quite one dimensional as it tends to only cover the consumers' perceptions of the restaurant attributes in order to deliver appropriate marketing strategies to the restaurant management. The ethnic restaurant perceptions of authenticity have been seldom explored. This study tries to fill the identified gap by garnering Indian restaurants' perception of authenticity in terms of the Indian cuisine, along with the significance of restaurant attributes and menu in exhibiting the authentic traits of the Indian restaurants.

The existing literature provides three approaches to define the concept of authenticity: objectivist, constructivist and post-modern approaches. Perceived authenticity is observed to be a significant factor that is linked with ethnic restaurants and related servicescape attributes. Besides, the concept of authenticity is studied to be vital factor in influencing customer satisfaction in ethnic restaurants. The concept of ethnicity and role of ethnic restaurants is explored to derive the significance of ethnic foods in representing a particular culture in immigrant countries. The present literature also provides various models of servicescape framework that depict the prevalence of individual servicescape elements in influencing customer satisfaction in a service environment.

This research project was carried out on Indian restaurants in Christchurch, the third largest city in New Zealand. A mixed method approach was utilized in order to attain the objectives of this

study. The restaurant menu and servicescape elements of ten Indian restaurants were studied. The restaurants were selected based on their ratings on Zomato. Menu analysis was carried out to identify elements of the Indian restaurant menu that exhibit authentic traits and to determine the frequency of the dishes. Additionally, servicescape analysis was performed to identify the distinctive and similar elements in the Indian restaurant scenario using the servicescape framework identified in the literature. Besides, semi-structured interviews of the Indian restaurant managers were carried out to understand their perceptions of authenticity, menu design and servicescape attributes. This component was also performed to supplement the findings of the menu and servicescape analysis. Observation and content analysis was deployed to interpret the data collected to achieve the results of this research project.

The findings of this study are segregated into three sections respectively based on the research component. Menu and servicescape analysis reveal the distinctive elements included in the Indian restaurant menu and servicescape that possess the ability to influence customer satisfaction. The analysis of semi-structured interviews further reveals managerial views regarding the main elements of Indian cuisine, how local customers perceive authenticity of Indian food, elements involved in menu selection and design along with the role of distinctive servicescape elements in influencing customer satisfaction. This runs parallel with the existing literature and results derived in the menu and servicescape analysis.

The current study acts as a pathway to carry out further research in the Indian restaurant scenario in New Zealand from both managerial and customers' perspectives. Since New Zealand thrives on multiculturalism, it is recommended to carry out similar studies across ethnic restaurants representing different cultures. The limitations of this study are duly acknowledged. Besides, the potential contribution of this study is noted down to derive managerial implications and further amplify the existing literature.

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1. Introduction

This thesis aims to examine how Indian restaurants in Christchurch perceive customer satisfaction in terms of the attributes of their restaurants and their menu, which contributes to an overall meal experience. New Zealand is increasingly becoming more ethnically and culturally diverse as a society (Nachowitz, 2007). This diversity can be seen through the different cuisines available across various ethnic restaurants in New Zealand. Perceived authenticity is an important factor that is often linked with ethnic restaurants in context of the food provided, as well as the other tangible and intangible variables in the restaurant servicescape (Ebster & Guist, 2005; Wang & Mattila, 2015). Previous studies have also suggested that the authenticity of an ethnic restaurant influences customer satisfaction (Ebster & Guist, 2005; Sukalakamala & Boyce, 2007; Roseman, 2006; Wood & Muñoz, 2007). It has also been observed that there have been relatively few studies which have analyzed Indian cuisine in a hospitality context. Despite Indian cuisine being an international phenomenon (Chhabra, Lee, Zhao & Scott, 2013), and the long history of the Indian community in New Zealand (Spoonley, 2006), no specific research on Indian restaurants has previously been undertaken in New Zealand. Thus, a clear gap is identified in terms of the academic literature, which this project seeks to tackle.

Christchurch is the third largest city in New Zealand. It is the major city of Southern Island and welcomes a good number of tourists on an annual basis. Christchurch offers a wide range of opportunities in the industries of tourism, education, agriculture, manufacturing, food and retail sectors. The city is steadily becoming more ethnically and culturally diverse as many people, students and tourists from across the globe either reside or travel in Christchurch. The demand for ethnic foods from a large immigrant population, along with the adventurous diners, has potentially contributed to an increase in the number of ethnic restaurants, including those selling Indian food. Indian cuisine is widely available around the world as a result of the growth of the Indian diaspora, particularly in the countries of the former British Empire (Josiam & Monteiro, 2004). However, only a small number of studies have explored Indian cuisine in a hospitality backdrop (Chhabra et al., 2013) and the perception of Indian restaurants located outside of India (Josiam, Sohail & Monteiro, 2007; Josiam & Monteiro, 2004).

The literature on ethnic restaurants has particularly revolved around the perceptions of customers and the effects of authenticity (Jang, Ha & Park, 2012; Lu, Gursoy & Lu, 2015; Sukalakamala & Boyce, 2007; Tsai & Lu, 2012). However, it neglects the restaurants' perception of ethnicity, authenticity, related attributes like restaurant servicescape and their role in generating customer satisfaction. Thus, the research on ethnic restaurants has been quite one dimensional as it tends to only cover the consumers' perceptions of the restaurant attributes in order to deliver appropriate marketing strategies to the restaurant management. This research however seeks to cover the Indian restaurant managers' perceptions of authenticity, restaurant servicescape, menu elements and their role in generating customer satisfaction during and after an overall meal experience at their respective restaurants. Semi-structured interviews will be carried out in order to understand restaurant managers' perception of authenticity and importance of servicescape components. Furthermore, the frequency of dishes on the menu and certain distinctive restaurant elements will be determined through servicescape and menu analyses.

1.1 Purpose/Objectives of Study

The rationale of this study is to understand the perception of Indian restaurants in Christchurch with regards to the role of authentic food elements, ethnic restaurant attributes and menu in generating customer satisfaction. While it is understood that New Zealand is a multicultural nation and boasts a good number of British, European and ethnic Asian migrants (Ward & Masgoret, 2008), it is astonishing that very limited research has been carried out on studying ethnic restaurants in comparison to other multicultural Western countries. This study identifies the potential in studying the perception of Indian restaurants in relation to attributes like food quality, service quality, restaurant atmospherics and authenticity, which have been previously known to influence customer satisfaction in ethnic restaurants (Liu & Jang, 2009 a, 2009 b). Thus, studying the views of Indian restaurants in Christchurch regarding the significance and role of certain authentic attributes in generating customer satisfaction may potentially identify certain gaps or similarities in context of the available literature. In order to attain the objectives of the study a mixed method research design was deployed. Servicescape and menu analysis of the Indian restaurants in the Christchurch area were carried out through observation and content analysis. Site visits were carried out in order to observe the distinctive elements in the Indian

restaurant servicescape and menu. The analyses provided a detailed view about the frequency of certain attributes of the restaurant design and dishes on the menu. It also served as a background for conducting semi-structured interviews of the Indian restaurant managers, as a qualitative component of the study. The semi-structured interviews were carried out in order to follow up on the servicescape and menu analysis. Questions were devised revolving around and interlinking the concepts of authenticity, customer satisfaction and related servicescape attributes in order to understand the significance of present restaurant design and menu. Managers of the selected Indian restaurants in Christchurch were the sole participants of this study. The restaurants were initially identified through the Internet with the help of TripAdvisor, Zomato and Yellow Pages. The purpose of this study can be split into two objectives and research questions, which are listed as follows:

Objective 1: To identify the distinctive menu and servicescape (design) elements that Indian restaurants believe influence customer satisfaction.

(Research Question 1: What are the important authentic menu and servicescape elements in Indian restaurants that influence customer satisfaction?)

Objective 2: To determine Indian restaurant perceptions of authenticity as an attribute in influencing customer satisfaction.

(Research Question 2: What authentic attributes do Indian restaurant managers deem important in order to generate customer satisfaction?)

1.2 Contribution to Literature

The existing studies on ethnic restaurants cover the perceptions of customers and the effects of authenticity (Jang et al., 2012; Lu et al., 2015; Sukalakamala & Boyce, 2007; Tsai & Lu, 2012). Thus, it is observed that the research on ethnic restaurants is quite one dimensional as it inclines to only cover the consumers' perceptions of the ethnic restaurant attributes in order to provide relevant marketing strategies to the restaurant management. The present literature neglects the ethnic restaurants' perception of authenticity and the role of related menu and servicescape attributes in generating customer satisfaction. This research project aims to cover the Indian restaurant managers' perceptions of the role of authenticity, restaurant servicescape and menu elements in generating customer satisfaction by deployed a mixed method approach. It is noticed that in spite of Indian cuisine being an international phenomenon (Chhabra et al., 2013), and the long history of the Indian diaspora in New Zealand (Spoonley, 2006), no specific research on Indian restaurants has previously been carried out in a New Zealand context. Thus, a clear gap is discovered in terms of the academic literature, which this project aims to address.

A majority of the ethnic restaurant research has been undertaken in multicultural Western countries (Ebster & Guist, 2005; Sukalakamala & Boyce, 2007). It is astonishing that very limited research has been carried out to study ethnic restaurants in New Zealand, given the fact that it is a multicultural nation and boasts a good number of European and ethnic Asian immigrants (Ward & Masgoret, 2008). The current study seeks to tackle the identified gap by determining the frequency of dishes in the Indian restaurant menu along with the distinctive servicescape elements by carrying out menu and servicescape analysis of Indian restaurants in the multicultural city of Christchurch. Additionally, semi-structured interviews of Indian restaurant managers will be carried out to understand their perceptions on authenticity and related attributes in influencing customer satisfaction. This is the unique aspect of the current research project. Besides, this project may potentially offer a base to carry out additional researches to explore multiple dimensions of ethnic restaurants representing various cultures in New Zealand.

2. Literature Review

2.1 Introduction

This chapter explores and presents the existing studies on ethnic restaurants and related attributes in order to analyze and understand the vital concepts which are of utmost significance to this research project. The literature review introduces the concept and different approaches to define authenticity: objectivist (Reisinger & Steiner, 2006); constructivist (Cohen, 1988) and post-modernist (Bunten, 2008). Furthermore, the concept of ethnicity is explored to understand how migrants unveil their cuisines in multicultural immigrant nations, forming a basis to define ethnic restaurants. The evolution of ethnic restaurants is traced in the existing studies to determine the role of ethnic restaurants in a modern context (Powers & Burrows, 2006; Molz, 2004). The concept of servicescapes in the present literature is investigated in depth in order to determine an apt servicescape framework, since this project seeks to study the role of servicescape elements in ethnic restaurants (Bitner, 1992; Mehrabian & Russell, 1974; Turley & Milliman, 2000; Tombs & McColl-Kennedy, 2003). Overall the existing studies postulate that well decorated service establishments and authenticity have a positive impact on the customer satisfaction levels in ethnic restaurants (Ebster & Guist, 2005).

2.2 The Concept of Authenticity

The ever growing awareness of cultural *mélange* and authenticity over the last few decades has resulted in an increasing demand for distinctive and authentic experiences (Gilmore & Pine, 2002; Okumus, Okumus & McKercher, 2007). Authenticity is a captivating term that is often used by ethnic restaurants in their promotion and is a major component of their marketing strategies. Researcher's interest in the notion of authenticity or perceived authenticity, in general, can be attributed to Western customers' craving for truthful and sincere products or experiences (Kozinets, 2001; Peñaloza, 2001). Research has previously identified that customers also pursue authenticity in order to supplement their cultural knowledge by experiencing ethnic foods (Ebster & Guist, 2005; Lego, Wood, McFee & Solomon, 2002; Molz, 2004; Sukalakamala & Boyce, 2007). The concept of authenticity is also considered to be one of the major factors for engaging

customers by the restaurant management (Boyle, 2004; Burton, 2000; Molz, 2004). Additionally, it has also been noted that customers are heavily influenced by the overall authentic cultural experiences encountered in an ethnic restaurant (Ebster & Guist; 2005). If such customers have a favourable impression of the overall ethnic restaurant experience, they are most likely to return to the restaurant (Boyle, 2004; Burton, 2000; Molz, 2004). Overall, it is understood that authenticity plays an important role in generating customer satisfaction in an ethnic restaurant. Thus, in order to deploy accurate marketing strategies and satisfying meal experiences, the ethnic restaurants' perceptions of authenticity should run in sync with the customers' understanding of authenticity.

2.3 Perceptions of Authenticity

Despite its significance, defining and applying the concept of authenticity to the hospitality and tourism sectors is a contentious task (Wang, 1999). The academic literature views authenticity as a fixed and fluid concept. Some believe that authenticity is a fixed, empirical (Boorstin, 1964; MacCannell, 1976), whereas others view the concept as a collective, subjective practice that depends on the person, given circumstance and ethnic context (Cohen, 1988; Grayson & Martinec, 2004; Richards, 2002; Salamone, 1997). Others contend that authenticity ceases to exist and rather one can only consider levels of in-authenticity (Brown and Patterson, 2000). At the same time, postmodernists propose that it is not the concept of authenticity, but the “illusion of authenticity” that satisfies several patrons (Cohen, 1988; Lego et al., 2002; Lu and Fine, 1995). The term authenticity has been conceptualized by innumerable researchers from various divergent perspectives, including fabricated (Belk & Costa, 1998); genuine and staged (MacCannell, 1973); representative (Culler, 2007); hypothetical, indexical and iconic (Grayson & Martinec, 2004); self-referring hyperauthenticity (Rose & Wood, 2005); literal or empirical (Beverland, Lindgreen & Vink, 2008); experiential (Wang, 1999); rational (Kates, 2004); incipient (Cohen, 1988); approximate and significant (Leigh, Peters & Shelton, 2006); and genuine (Beverland, 2006).

In the context of hospitality and tourism, authenticity has been broadly conceptualized as a vital driving force that prompts individuals to explore distant regions and times (Kolar & Zabkar, 2010). The hospitality literature acknowledges at least three divergent approaches to determine

the concept of authenticity, namely; the objectivist, constructivist and postmodernist approaches. The objectivist approach presumes that the concept of authenticity ensues from the ingenuity of an object, and can be measured with the help of an objective criterion or standard (Appadurai, 1986; Reisinger & Steiner, 2006; Wang, 1999). Objectivists propound that the degree of authenticity and inauthenticity can be assessed based upon objective or evidential standards (Boorstin, 1964; MacCannell, 1973; Reisinger & Steiner, 2006; Wang, 1999). However, at the same time it may be hard for consumers to differentiate between true authentic experiences and “staged” authentic experiences. While expert opinion can be used to determine the authenticity of products and experiences like cuisines or artifacts, there is a possibility that the customers may believe that they have acquired authentic experiences, which in reality may not be true if the objects are “staged” or contrived (MacCannell, 1973). Following the objectivists’ rationale, an ethnic restaurant cuisine can be deemed objectively authentic if it is prepared by natives using the traditional recipes and is not altered to meet the local tastes and preferences (Ebster & Guist, 2005). Likewise, the food cooking process, use of local ingredients, indoor and outdoor décor of the ethnic restaurant, staff uniforms and service practice can be deemed authentic if it confines to the native traditions. Overall, the objectivistic approach implies that authenticity signifies a sense of genuineness, verisimilitude or distinctiveness (Sharpley, 1994).

The Constructivist theory, on the other hand, rejects the notion of authenticity as reality. Constructivists, in general, do not stress on the ingenuity of objects, but instead focus on the symbolic meanings attained from social construction (Wang, 1999). They advocate that authenticity cannot be objectively determined and argue that perceived authenticity is negotiable, relative and entirely contingent on the context (Belhassen, Caton & Stewart, 2008; Cohen, 1988). Constructivists believe that authenticity is a subjective and socially formulated perception of objects and traditions from distinctive observations rather than as an empirical observation based on objective or evidential standards (Reisinger & Steiner, 2006). They also claim that consumers might interpret their experiences as authentic despite knowing that the overall settings have been deliberately schemed (Mkono, 2012). The constructivists’ notion of authenticity can be observed in Salamone’s (1997) study on the San Angel Inns, two ethnic Mexican restaurants with similar names. The restaurants were managed by the same family but functioned across two different locations in the United States and Mexico respectively. Despite possessing dissimilar

servicescape elements, from a constructivists' viewpoint both restaurants could be deemed authentic in their own way since they portray different facets of the Mexican culture. On the whole, constructivists assert that what many consumers pursue might not be objective authenticity, but it is rather symbolic authenticity or illusion of authenticity (Wood & Muñoz, 2007). The third approach to conceptualize authenticity is the post modernist approach. The post modernist theory is not a unified or integrated approach, but is a collection of divergent postmodern approaches and views (Wang, 1999). Postmodernists, in general, repudiate the concept of authenticity, claiming that it ceases to exist (Ebster & Guist; 2005). They assert that authenticity tends to create a pleasurable illusion and does not depend on whether the overall experience is original or cloned (Reisinger and Steiner, 2006). Postmodernists claim that the modern world has laid down a path to commodify culture and cultural products for procurement and consumption (Bunten, 2008). This is evident from the fact that many ethnic restaurants and cultural hotspots like museums and art exhibitions, have modernized their offerings by incorporating commercial, fashionable and well-liked elements in their product and service database in order to cater to the ever growing demands of modern consumers. A few postmodern studies suggest that authenticity is commercialized and that the modern consumers are effect-driven and adventurous hedonists who can embrace or enjoy schizophrenia and incoherence at the level of culture (Jensen & Lindberg, 2002; Leigh et al., 2006). In simple terms, postmodern consumers do not judge authenticity solely on the basis of objective criteria and instead consider their emotional experiences. Thus, according to postmodernists, the consumers of ethnic restaurants will regard their experience to be authentic if what they view, what they consume and how they feel are synchronous with their desired emotions.

2.4 The Concept of Ethnicity

The modern concept of ethnicity coexists with an increase in nationalism, as the current scenario stresses on the cultural similitude amongst citizens of a particular nation, as well as the dissimilarities between the dominant groups and the immigrants (Eriksen, 1993). Thus, ethnic identities and ethnicity are social constructs that emerge during interactions amongst a national culture and groups of immigrants. Symbolism also reveals ethnicity as an attributed facet of personhood from which humans cannot escape, but can yet work out its meaning (Smith, 1991).

The literature has provided much attention towards conceptualizing ethnicity and has tackled certain major aspects whilst catering towards the challenges of defining the concept. Sociologist Max Weber is considered, by a few, to be the pioneer in conceptualizing ethnicity (Sollors, 1989; Alba, 1990). He stated that ethnic group is a social faction whose members entertain a subjective perspective in their common descent (Weber, 1978). This interpretation emphasized on the significance of self-definition and belief in a common history (either genuine or fictional) and thus catered towards the invention of “ethnicity” (Weber, 1978; Sollors, 1989; Alba, 1990).

Further analyses of this definition have highlighted ethnicity’s significance as an illustrative factor in social life. The analyses depicts that there are at least two vital processes to be assessed while tackling the concept of ethnicity. These are the principles of self-allocation and social solidarity, as noted by Richard Alba (1990). The principle of self-allocation is built on the hypothesis that people are directed into various ranks in the social structure based on certain ethnic attributes such as, their residential location, professional status or educational qualifications (Alba, 1990). On the other hand, the notion of social solidarity pinpoints towards the ways in which ethnic communities impel themselves as self-conscious sections in order to attain common goals (Glazer & Moynihan, 1963). Certain radical scholars, whilst deconstructing and analyzing the concept of ethnicity, have also invoked a third possibility that needs to be considered. These scholars argue that the real potential of ethnicity as an illustrative variable is entirely dependent on the principle of exclusion that justifies the two processes of self-allocation and social solidarity (Satzewich & Liodakis, 2007). However conceptualized in the literature, it is observed that once political or economic gaps between social groups begin to fade, then the motive for preserving ethnic group dissimilarities based on these gaps itself begins to fade away

(Glazer & Moyhinan, 1963). This scrutiny potentially arises from the fact that over a period of time the ethnics had upgraded their ranks in the job market, married members of the dominant communities, upgraded their standard of living and possessed the ability to provide higher quality of education to their children. This process can possibly result in the dissolution of ethnicity as a collective force altogether, but fascinatingly, this has not occurred. In a practical context, this process was utilized in the Western literature, in order to discuss the Americanization of ethnic foods in order to cater to the needs of the common American palate (Lu & Fine, 1995; Perkin & McCann, 1984). Overall, the literature exposes a zone of paradox when ethnicity is assessed from the third possibility. It is observed that ethnic identity is chosen by an individual, even if there are certain social factors influencing that choice. Thus, for an individual who wishes to identify, ethnic identity can be conveyed by a curiosity about the overall immigration affair, which is inclusive of the person's affection for a particular ethnic cuisine (Alba, 1990). Therefore, the answer to the above identified paradox appears to exist in certain changes in the latent bases for ethnicity, as the older phylum of ethnic solidarity is replaced with modern beliefs of ethnic identity (Nash, 2007). Altogether, whilst compiling all notions of ethnicity, it can be argued that ethnicity has evolved into an expression of symbolic ethnicity, which is the way in which a person subjectively desires to self-define his identity and shares the same with others (Gans, 1979). Thus, ethnicity is in fact a personalized identity that can be solicited at will by the concerned individual (Waters, 1990).

2.5 Ethnicity and Food - A Multicultural Perspective

The term ethnic food can be considered as a social construct that has flourished with mutual contact, as the immigrants tend to realize the contrast between their culture and that of the presiding group only after immigration (Van den Berghe, 1984). The daily practices of immigrants, in general, revolve around anything varying from exotic to strange, peculiar and unacceptable. The prospect of bridging these cultural dissimilarities depends on the nature of the immigrants as well as the essence of the association among the groups (Alba, 1990). Thus, multiculturalism is one of the many important approaches to study ethnicity and ethnic identities. The growing call to amplify multiculturalism had paved the path for ethnic dishes to form a multicultural era. The term multiculturalism runs along two vital axes. Firstly, it challenges

Western supremacy, allowing other genres of knowledge to impale the hegemonic ladder of knowledge by disclosing alternative information to the public. Concurrently, the multicultural perspective empowers both the dominant group and the ethnics to reinvigorate their respective cultures, to reveal them to the people in general and to develop them into a commodity (Constantino & Faltis, 1998; Eldering, 1998; Goldberg, 1994; Lima & Lima, 1998; McLaren, 1995; Montserrat & Rex, 1999).

Countries like Australia, Canada and New Zealand share a nation-building plan based on immigration. In comparison to Australia and Canada's more ethnically assorted immigration flows, most of the immigrants who landed in New Zealand up to the 1950s came from Ireland and Britain. This changed during the 1990s, as the conventional source countries of Ireland and Britain were succeeded by countries in Africa, Middle East and Asia. During the aftermath of the next decade, migrants from the United Kingdom, India and China dominated arrivals (Spoonley, 2006; Lewis, 2009; Skilling, 2010). Thus, the multicultural environment in New Zealand provides ample of opportunities for the operation of ethnic precincts and businesses throughout the country. Whilst studying the operation of ethnic precincts in Auckland it was observed that, occasionally, these ethnic commercial business clusters were catered to particular occupational niches (for instance, the concentration of Chinese in the ethnic restaurant sector and Fijian Indians as taxi drivers) but elsewhere, the ethnic businesses were co-located in geographical clusters (Jordan, 2009). The same can be observed in the city of Christchurch, as it now thrives on multiculturalism (Kolig, 2006; Morris, Vokes & Chang, 2007). These ethnic precincts or hubs carry out varied functions as they act as the primary access point, offer social support to their respective communities and constantly serve their regular customers along with the newly arrived immigrants (Sales, Hatziprokopiou, Liang, Montagna, D'Angelo, Lin & Christiansen, 2008). The co-location of ethnic businesses enables individuals to actively interact with coethnics, gives them an opportunity to access ethnic networks in different ways for their own gains and provides the individuals with a platform to build and blossom trust within these ethnic networks (Fong, Chen & Luk, 2007).

Cities in New Zealand like Christchurch, in particular, have yet to investigate the opportunities for modern forms of consumption and economic activities that might be attained due to the commodification of ethnic spaces. There is a substantial amount of literature available on the various means in which cities such as Washington (Pang & Rath, 2007), London, Vancouver, San Francisco (Sales et al., 2008) and Sydney (Collins & Jordan, 2009) have recognized commodification of ethnic spaces and immigrant business clusters as a site of sheer significance from an economic perspective and also increasingly as tourist destinations. Yeoh (2008) has discussed how Singapore has recognized Little India, Kampong Glam and Chinatown as heritage landscapes, thereby proclaiming the country's cosmopolitan nature. On the other hand, Sales et al. (2008) discussed how Chinatown was institutionalized in London due to a significant effort by the communal associations. From Christchurch perspective, commodification of ethnic spaces is most likely to occur due to its growing multicultural nature and the city's rapid rebuild. This might potentially lead to a plethora of future research opportunities that may have positive economic implications.

In New Zealand, from the early 1990s onwards, there was a significant rise in the amount of Asian-owned shops and this figure was significantly boosted with the entry of more Asian immigrants in the Northern regions of the country. It was observed that, undoubtedly, food was a significant part of these novel Asian-owned enterprises, and thus, several Asian restaurants and supermarkets were established in New Zealand during the first decade of the 21st Century (Spoonly & Meares, 2011). One of the significant elements of ethnicity is exhibited in the way which ethnic groups cook and serve their food. Each ethnic group has maintained certain unique traits in the foodservice industry, which makes their cuisine distinct (Sukalakamala & Boyce, 2007). Food is a primary cultural component that represents national identity, as food itself can potentially be a cultural emblem (Edles, 2004). As observed by Cook (1997), food is known to infiltrate foreign cultures and bridge certain cultural hurdles in the process. In simple terms, food is a component of the culture of a nation and it also represents that culture simultaneously. Ethnic foods are known to be perceived as unique and exotic by foreigners. This trait of distinctive uniqueness can be referred to as "authenticity" (Jang, Ha & Park, 2012). The authenticity factor has a sturdy impact on consumers in other countries and thus, becomes a principal element of ethnic cuisines that distinguishes them from the local foods (Chandon,

Wansink & Laurent, 2000; Leclerc, Schmitt & Dubé, 1994; Peabody, 1985). Thus, what represents the authenticity of a particular ethnic cuisine and how restaurant consumers in other countries acknowledge the authentic facets of ethnic foods needs to be considered in order to establish ethnic restaurant businesses in foreign nations.

2.6 Ethnic Restaurants

Theming can be summed up as an activity which provides the environment with a distinct character. This strategy is commonly about by the service sector, especially in the tourism and hospitality industries. With an increasing number of ethnic restaurants and theme parks, these narratives are steadily becoming a part of customer's everyday lives. While the customer landscapes provide innumerable themes (for instance, time or place), most of them are pertained to a particular culture (Bailey & Tian, 2002; Josiam & Monteiro, 2004; Lego et al., 2002; Muñoz, Wood & Solomon, 2006; Tian, 2001; Wood & Muñoz, 2007). These frequent cultural experiences often enable the consumers to connect with their traditions, try out something exotic and adventurous or simply encounter something fresh and unique without leaving their respective neighbourhood. Restaurants, ethnic-themed restaurants in particular, are perhaps the most familiar platforms through which customers are exposed to the concept of theming. Ethnic-themed restaurants make use of ethnic décor, art, music, name, external façade and other servicescape elements to create a peculiar setting that claims to reflect some exotic but perceptible culture (Beardsworth & Bryman, 1999). There are various reasons that haul consumers to ethnic-themed restaurants. For a few customers ethnic-themed eateries are a novelty, whereas, others also consider it as a path to associate them with their ethnicity (Negra, 2002). On the other hand, ethnic-themed restaurants are also considered as hubs to interact and connect with a different gastronomy and culture (Barbas, 2003; Molz, 2004; Tian, 2001). Overall, there has been a steady rise in the demand for theme restaurants and ethnic cuisine in recent years (Wood & Muñoz, 2007).

Over the decades, ethnic restaurants have experienced little or no international recognition (Basu, 2004; Lampugnani & Holton, 1992; Strahan & Luscombe, 1991), particularly in New Zealand. The two words “ethnicity” and “restaurant” have been usually explicated as single entities. It will

be interesting to discover if the meaning changes when the two words “ethnic” and “restaurant” are amalgamated. Lazarus, Brous and Cardassilaris (1985) further broaden this thought by defining ethnicity as “one which regards itself and is regarded by others as a distinct community by virtue of a shared history, a cultural tradition, possibly sharing a similar language or religion resulting in it being a specific section within a larger group” (p.10). On the other hand, when used in the backdrop of cafes and restaurants, ethnicity can be interpreted with regards to the prominent cultural cuisine involved in the restaurant (Thompson, 2005). The origins of the term “restaurant” can be traced back to 1760s and is known to be derived from the French dialect meaning “restorer of energy” (Powers & Burrows, 2006, p.64). This meaning, highlights the involvement of some type of food and beverage being served but does not really highlight the involvement of a service element. It has been broadly noted that bread and soup were amongst the initial restaurant offerings, and can still be observed in most of the modern restaurants (Powers & Burrows, 2006). Having originated as an establishment in France, the concept of restaurant swiftly spread to Great Britain and then towards the United States of America, where it was acknowledged as a token of European refinement in a rambunctious era (Kurlansky, 2006). With every passing century, restaurants evolved and began to incorporate a broad range of food service functions (Davis & Stone, 1985; Ware & Rudnick, 1984). Powers and Burrows (2006) also distinctly define restaurant as “any public place that holds an expertise in the sale of prepared food for consumption, both on or off-premises (p.64). Even though this interpretation does not subsume any profit or revenue goals, it has been observed that commercial restaurants function with this purpose (Gordon & Brezinski, 1999). Elaborating on ethnic restaurants, Powers and Burrows (2006) suggest that the ethnic restaurants provide themed cuisine to the diners and offer them with an overall “getaway” experience. On the other hand, Ware and Rudnick (1984) underline the verity that themed décor and authenticity are vital factors for the ethnic restaurant customers and provide a simple definition by stating that, “ethnic restaurants incorporate a menu based on the cooking of one country” (p.9). Walker (2008) propounds that ethnic restaurants are separately owned and operated and offer a taste of home to the customers who are from the same ethnic background as the restaurant. Considering the above influences, an ethnic restaurant can be derived as a place that prepares and serves food that is culturally and geographically linked to a group of people that possess a distinct cuisine.

Quite a good number of studies on ethnic restaurants and ethnic foods have been carried out in a western context (Lu & Fine, 1995; Ryu & Jang, 2007; Wood & Muñoz, 2007). Susan Drucker (2003) had carried out one such study on ethnic foods in the North America restaurant scene. She later designed a five-stage model that depicted how the immigrant cuisines were incorporated in the American diet. In the first stage of the model it was discovered that ethnic communities had carved out their own internal restaurants by developing their own menus and foods with the help of locally accessible ethnic stores. This activity was carried out in order to cater to the needs of their own community. These internal restaurants were termed as “home style ethnic restaurants” by Pillsbury (1990), who also argued that their distribution was directly associated with the distribution of the diverse ethnic groups (Pillsbury, 1990). Marching on to the fifth and final stage of Drucker’s analysis, it was discovered that ethnic restaurants had now transformed into a global phenomena and possessed a market with an increased clientele of people outside their own communities, who were keen on satisfying their craving for the exotic. This event was further coined as “culinary tourism” by Long (2004), who described it as an activity that presents the “authenticity” of the food as a social construct that entirely depends upon the customers’ desire to interpret their encounters as “genuine”, as opposed to the degree to which the restaurant delivers an “accurate” reflection of a distinct ethnicity’s cuisine (Cook & Crang, 1996; Long, 2004; Molz, 2004).

2.6.1 Role of Ethnic Restaurants

It could be contented that the lack of enthusiasm of tourists to visit local dining outlets, especially in the context of Westerners, may be mitigated by their former encounters with different ethnic cuisines, particularly due to the fact that ethnic restaurants enable them with an experience of “tourism at home” (Van den Berghe, 1984). According to Nash (2007) the mitigation role of these restaurants is slightly limited in its significance due to the lack of explicit studies pertaining to this topic. Various arguments are brought up by Nash (2007) order to endorse this claim.

First, regardless of their recent growth, especially in the western countries, ethnic restaurants tend to represent only a few major cuisines (Nash, 2007). European cuisines such as the French

and Italian have been widely represented and some of their familiar dishes (for instance pizza or pasta) are not deemed as ethnic anymore and are observed to be Americanized (Lu & Fine, 1995). On the other hand, non European cuisines such as the Chinese, Indian, Thai and Japanese cuisines have escalated their international presence in recent years (Chhabra et al., 2013; Liu & Jang, 2009 a, b).

While studying the dining out practices in the United Kingdom, Warde and Martens (2000) discovered that the concept of “multiculturalism is still confined”. Their survey results depicted how only 20% of the individuals had previously encountered three or additional cuisines, whereas 48% had not, even once, dined at an ethnic restaurant in the past 12 months. Additionally, it was also discovered that when Britons dine at ethnic restaurants, approximately half (47%) of them order familiar food or dishes that they have previously eaten at home (Warde & Martens, 2000). Although the ethnic restaurant consumption patterns have significantly evolved throughout the last decade, it can be argued that the experience of eating unfamiliar and new dishes at ethnic food outlets is comparatively limited.

Thirdly from a perspective of tourists, it can be observed that quite a small proportion of middle or upper-class tourists have the cultural capital to order and enjoy ethnic foods at home, which in turn makes them familiar with foreign food (Nash, 2007). With an ever growing augmentation of tourism into the lower-middle class societies of the Western countries, it can be assumed that only a small proportion of tourists are familiar with the broad range of foreign foods prior to their tour. This claim is supported by the study carried out by Warde and Martens (2000), who advocate that socioeconomic and cultural elements significantly influence the range and amount of ethnic food consumption. Thus, the large proportion of tourists from the lower societal echelons are highly unlikely to have any previous encounters with the cuisines of their travel destinations, unless if it is a world cuisine.

Fourth, from a menu perspective, a large number of ethnic restaurants include only a basic selection of “iconic” dishes from the culinary repertoire of the country it represents. In common terms, their menus portray a “simplified register” of the several local cuisines of the country, and do not represent their authentic diversity, which the tourists are most likely to observe when they

travel to that country (Ferguson, 1981). Thus, it can be observed that the ethnic restaurants do not prepare the tourists or patrons for their encounters with the diversity and richness of the particular regional cuisine, but rather tend to induce them to certain “iconic” dishes that they are already familiar with. For instance, Western tourists in India tend to order Butter Chicken or Chicken Tikka Masala in local restaurants, whereas in Thailand their preferred dishes are Thai fried noodles (pat Thai) or fried rice (khao pat), all of which are available across all Indian and Thai restaurants abroad but might not be necessarily fancied by the locals in both the respective countries. Although some tourists might recognize a few local dishes due to their familiarity from ethnic restaurants in their home country, it may potentially be dissimilar in its appearance and taste when compared to the dishes they have tried in the ethnic restaurants back home (Lu & Fine, 1995). Lu and Fine (1995) backed this perspective by pointing out that American customers might deem the Chinese food in America as authentic due to its unique flavour and taste, regardless of the substantial use of Americanized ingredients in the cuisine in order to suit the local tastes. Thus, American tourists in China may be baffled when they discover that certain familiar dishes are quite different in their appearance and taste due to the use of local ingredients and cooking methods.

Finally, previous studies on ethnic cuisines and restaurants in the Western countries highlight that some ethnic restaurants exhibit the tendency of mitigating strong flavours in their unique cuisines in order to cater to the preferences and tastes of Western customers (Lu & Fine, 1995). This tendency is reflected when ethnic restaurants in the Western countries reduce the levels of spiciness of certain Indian, South-East Asian and Mexican cuisines pertaining to their menu. Thus, Western tourists may be overwhelmed or perplexed due to the unanticipated levels of spiciness in the familiar dishes available at the local restaurants in their respective travel destinations.

2.6.2 Customer Expectations from Ethnic Restaurants

Many previous studies have explored the definition and role of authenticity within ethnic restaurants (Lego et al., 2002; Molz, 2004; Munoz et al., 2006). At the same time, only a few studies have tackled the prospect of how customers set their expectations for authentic

experiences in ethnic spaces and the business strategies involved in ethnic theming (notable exception being Ebster and Guist (2005)). Foregoing studies on ethnic restaurants and foods have highlighted several vital factors that consumers consider whilst dining out at an ethnic restaurant. For instance, Liu and Jang (2009a, b) found out that authenticity, atmospherics, service and food were crucial the factors that influenced behavioral intentions and customer satisfaction in Chinese restaurants. Lego et al. (2002) studied consumer perceptions of authenticity at an Irish pub and discovered that authenticity was indeed a significant aspect in an ethnic space. Tsai and Lu (2012) tried to determine the correlation between performance and significance of authenticity in Thai restaurants. They identified that the Thai restaurant patrons were greatly influenced by food authenticity. While investigating perceived value with regards to dining and food environments in Korean restaurants, Ha and Jang (2010) discovered that the perceived values of unique values reflecting Korean authenticity had a strong influence on behavioral intentions and customer satisfaction. Overall, these studies advocate that customers basically want to learn about a unique culture through dining encounters at ethnic restaurants and experience authentic ethnic foods that vary from what they cook and eat at home (Ebster & Guist, 2005; Roseman, 2006; Sukalakamala & Boyce, 2007). Although the above results are based on studies carried out in the Western countries, it can be argued that authenticity is the most valued trait in ethnic restaurants throughout the globe. Authenticity portrays the distinctive traits of a nation's culture, which is vital for all ethnic restaurants. Thus, ethnic restaurant owners and managers highly rate the concept of authenticity since they believe that their target patrons value authenticity (Lu & Fine, 1995).

Beyond food, ethnic restaurant operators design unique dining environments by focusing upon authentic atmospherics like decorations, music or interior design in order to create significant entertainment and dining experiences (Beardsworth & Bryman, 1999; Ebster & Guist, 2005). Based on the perception that the dining environment is an essential aspect of authenticity in ethnic restaurants, Wood and Muñoz (2007) explored the effects of dining environment on the representation and interpretation of authenticity in ethnic restaurants in their study. While testing the importance of environmental authenticity in ethnic Chinese restaurants, George (2000) discovered that authentic environmental factors such as decorations, music, and interior design have a vital impact on customer satisfaction. Overall, the above empirical studies imply that

apart from food, ethnic restaurant patrons also perceive authenticity with the help of environmental factors that reflect and represent the culture of a specific region or country.

It is understood that there are many factors that influence the consumers' choice of ethnic restaurants. The rise in popularity of ethnic entrees can be attributed the ever growing demand for healthy and flavourful meals. Americans, especially, are known to crave for tasty foods but at the same time are keen to lead a healthy lifestyle (Ladki & Nomani, 1996). Thus, ethnic entrees balance the customers' demand for healthy and tasty meals, thereby becoming an integral part of the ethnic restaurant menus. Although authenticity is an important component of the ethnic restaurants' cuisine, a study carried out by Sukalakamala and Boyce (2007) divulged that the flavour of the cuisine equally plays a significant role for the patrons when compared to the authenticity of the restaurant. Convenience and price were also identified as major components that influence customers' decisions to dine out, along with friendly and quick service and the ambience of the restaurant (Branco & Salay, 2001). It can be argued that customers' perception of an ethnic restaurant generally depends on their initial visit. If the first visit has a positive impact on the patrons, they are highly likely to revisit the ethnic restaurant. One such study carried on Mexican restaurants states that, in the context of ethnic restaurants elements such as food, employees, restaurant design and use of authentic artifacts along with music are the right ingredients for success (Guinness, 2002).

2.7 Servicescapes

Ethnic servicescapes provide an ideal yet challenging platform for global marketers to observe and study activities, desires and behaviours of consumers belonging to a particular ethnic community. The term servicescape denotes a combination of various tangible and intangible elements in a service setting that influences consumers' holistic cognizance about the service provided therein (Bitner, 1992). The concept of servicescape was propounded by Booms and Bitner (1981), in order to accentuate the influence of the physical environment in a service setting. Previous studies carried out on servicescapes reveal that positive physical environment in a service setting influences customer satisfaction levels and buying behaviour of the patrons, which in turn boosts the overall brand image of the service provider (Bitner, 1992; Lam, Chan,

Fong & Lo, 2011; Ryu & Jang, 2007; Ryu & Han, 2011; Zeithaml, Parasuraman & Berry, 1985). This occurs because service providers construct servicescapes in order to aid the furnishing of service offerings to the consumers (Bitner, 1992; Eze & Harries, 2007). Bitner (1992) suggests that the term servicescape comprises of three dimensions viz., layout and signs, symbols and artifacts; and ambience. Thus, the term servicescape comprehends a wide range of environmental stimulants. These stimulants are referred to as the elements of the service environment. A positive correlation of these three servicescape dimensions is known to influence consumer behaviour, which in turn has a positive impact on customer satisfaction levels and the overall service experience (Hoffman & Turley, 2002). Higher quality of servicescape attributes within a service setting triggers customer satisfaction levels and steers the customers to stay for a long period (Arora & Singer, 2006; Reimer & Kuehn, 2005; Wakefield & Blodgett, 1996). Thus, servicescape elements play a crucial role in influencing the brand image of ethnic restaurants and generating customer satisfaction amongst its patrons.

2.7.1 Factors effecting customer satisfaction in restaurants

It has been observed that the hospitality service industry comprises of a congruous blend of three elements: the product or service provided, the attitude and behaviour of employees, and the service environment (Reuland, Choudry & Fagel, 1985). Berry, Carbone & Haeckel (2002) also advocated three varieties of clues that play a vital role in the overall service experience: mechanics (non-human components in the service environment), humanics (employee behaviour in the service environment) and functional clues (quality of the service provided). Based on these arguments, it can be observed that food quality, service quality and service environment are the fundamental attributes of a restaurant. While reviewing the present literature on behavioral intentions and dining satisfaction of customers, it was discovered that all three fundamental elements have a direct or indirect impact on customers' post-meal behavioral intentions and overall satisfaction levels in a restaurant.

1) Food quality:

Food plays a crucial role in an overall restaurant experience, as it is the principal product of a restaurant. Food quality has been widely accepted as a vital factor effecting the post-meal

behavioral intentions and customer satisfaction. For instance, Dube, Renaghan and Miller (1994) analyzed the relative significance of several restaurant elements in order to monitor the repeat-purchase intentions of patrons in an upscale restaurant setting. Their results implied that food quality was superiorly important for the restaurant patrons when compared to the other restaurant attributes. While investigating the relative significance of service, physical setting and food quality in a restaurant, Sulek and Hensley (2004) observed that food quality was the most striking factor influencing customer satisfaction and the only individual factor determining behavioral intentions. Namkung and Jang (2007) examined the relationship of individual elements within food quality (for example, temperature, menu, taste, healthy varieties and food presentation) with behavioral intentions and customer satisfaction. Their findings stated that healthy food varieties, taste and food presentation were significantly associated with behavioral intentions, whereas taste, food presentation and temperature (instead of healthy varieties) were vital predictors of customer satisfaction.

2) Service quality:

Zeithaml (1988) defined perceived service quality as the customer's evaluation of the overall superiority or excellence of the service. Perceived service quality, therefore, is the customer's subjective judgement, arising from a comparison of perceived performance and expectations. The SERQUAL model, developed by Parasuraman, Zeithaml and Berry (1988), is the most utilized instrument for assessing perceived service quality in marketing research. It comprises of five service aspects: reliability (capacity to perform the service accurately and dependably), assurance (the ability of employees to inspire confidence and trust through their knowledge and courteous behaviour), tangibles (appearance of employees, equipment and physical provisions), responsiveness (the willingness of employees to enable prompt service and assistance to the customers) and empathy (individualized attention provided to the customers by the organization). In order to study perceived service quality in restaurants, Knutson, Stevens & Patton (1996) revised several elements from SERQUAL and developed DINESERV, in order to adapt it to the restaurant sector. In the restaurant industry, the patrons also evaluate the quality of their overall service experience along with food quality. Thus, perceived service quality is one major factor that determines consumer behavioral intentions and customer satisfaction. For instance, Kivela, Inbakaran and Reece (1999) developed an eclectic model to study return patronage and dining

satisfaction. Their study found out that the odds of return patronage were entirely dependent upon patrons' satisfaction with five characteristics of a restaurant: service quality, food quality, ambience, initial and last impressions along with parking and reservations. Ladhari, Brun and Morales (2008) explored the determinants of post-meal behavioral intentions and customer satisfaction, and arrived to the conclusion that customer satisfaction was greatly influenced by perceived service quality through both negative and positive emotions. In the later stages of dining experience, customer satisfaction, in turn, was observed to have a strong impact on customer loyalty, recommendations and eagerness to pay more. A few other studies also discovered that service quality was more significant than food quality in interpreting dining satisfaction. For example, Yüksel and Yüksel (2003) advocated that service quality had a strong impact on dining satisfaction, especially when healthy food eaters or adventurous diners were involved. Saad Andaleeb and Conway (2006) studied the factors influencing customer satisfaction in a full-service restaurant environment. Their findings indicated that service responsiveness was the most significant contributor to patrons' satisfaction levels when compared with price, design and décor and food quality.

3) Atmospherics:

Atmospherics can be generally termed as the perceived quality of the surrounding environment in a servicescape. Kotler (1973) first used the term atmospherics to illustrate "the conscious designing of space to create certain effects in buyers" (pp. 50). He specifically coined the term atmospherics as "the effort to design buying environments in order to carve specific emotional effects in the buyer that enhances his purchase probability" (pp. 50). Further research carried out in the field of environmental psychology revealed that atmospherics has a commanding impact on people's attitudes, behaviour and emotions. One of the first theoretical models to decipher the effect of environmental stimuli on human behaviour was introduced by Mehrabian and Russell (1974). Vast empirical studies covering the retail and hospitality sectors have successfully incorporated and executed this model (Chebat & Michon, 2003). From a restaurant perspective, Ryu and Jang (2007) examined the collaborative impact of various atmospheric elements on behavioral intentions of patrons. Their findings endorse the fact that employee appearance and ambient conditions (for example, aroma, sound, temperature) had the most significant influence on patrons' emotional responses, satisfaction levels and post-meal behavioral intentions.

2.7.2 Servicescape Framework

The Stimuli-organism-response (S-O-R) model proposed by Mehrabian and Russell (1974) is one of the most decorated frameworks of environmental psychology. The S-O-R model propounds that sensory stimuli, like sounds and colours, evoke three emotional states: arousal, dominance-submissiveness and pleasure-displeasure. These three emotional states, in turn, have an effect on consumers' attitude towards the environment, arousal seeking propensity, evasion of the environment or desire to integrate with the environment (Mehrabian & Russell, 1974; Russell & Mehrabian, 1978). This can be observed in the case of healthcare sectors wherein a sunlit environment is known to reduce perceptions of stress and feelings of anxiety amongst the patients, which in turn helps them to associate with the environment (Lehrner, Eckersberger, Walla, Pötsch & Deecke, 2000; Walch, Rabin, Day, Williams, Choi & Kang, 2005).

Bitner (1992) further altered the S-O-R model and established a modified framework, which was further coined as "servicescape". The term servicescape was initially described as, "the total configuration of environmental dimensions" (Bitner, 1992, p. 67). Bitner's servicescape framework further elaborated the internal organism reactions within the previously crafted S-O-R model by incorporating "cognitive responses" like symbolic meanings, categorization and beliefs. This inclusion acknowledged the cognitive interactions amongst the employees, consumers and servicescape elements within a physical environment.

The servicescape framework postulated by Bitner (1992) represents physical elements that instigate internal responses between consumers' and employees', which ultimately lead to overall behavioral responses in the service setting (Bitner, 1992). According to Bitner (1992), the environmental stimuli cover three dimensions: space layout and symbols; signs and artifacts; and ambient conditions. These three dimensions embody various elements of the servicescape such as signage, ambience, store layout, furniture, style, music and temperature. Employees and consumers are the organisms illustrated in Bitner's framework. They play a major role in the service setting and therefore have physiological, emotional and cognitive interactions with the servicescape. Lastly, the behavioral responses in the framework comprises of exploration, affiliation, commitment, extended hours of stay and planning (for example, Baker, 1987; Bitner, 1986; Turley & Chebat, 2002; Turley & Milliman, 2000; Zeithaml & Bitner, 2003). For instance,

the background music played in a retail store (stimulus) considerably influences consumer (organism) behaviour by increasing the overall time they spend at the store, thereby having a positive effect on store sales (Areni & Kim, 1994; Hul, Dube & Chebat, 1997; Milliman, 1982; Yalch & Spangenberg, 1990).

In order to further examine environmental stimuli, Turley and Milliman (2000) studied the physical elements of servicescapes and discovered four different types of stimuli: store layout, store exterior, interior display and standard interior design. The observed stimulants were drafted from a vast collection of existing studies and run parallel with the environmental stimuli dimensions propounded by Bitner (1992). These elements influence perceived service quality and consumer behaviour in a service setting (Edwards & Shackley, 1992; Lewis, 1991; Pinto & Leonidas, 1995). For instance, bank customers are additionally pleased with banks that provide parking facilities (Lewis, 1991).

Substantial amount of research has been carried out to study the role and importance of servicescapes in the service setting. Store layout attributes comprises of location of departments, shelf space, departmental allotments and floor space allocation. With regards to the space layout in a service setting, Wakefield and Blodgett (1996) discovered that customers tend to stay at the same position for longer durations if the furnishings deliver a significant amount of comfort level. Thus, a positive internal layout in a service environment can uplift the moods and behaviours of customers. Seating comfort impacts the perceived service quality levels and customer satisfaction, especially in the case of restaurant patrons who need to be seated for longer periods in order to cherish the service (Kaya & Erkip, 1999).

[Table 1: Dimensions and Features of Servicescape]

Dimensions		Features
Physical & Intangible Elements	Exterior Variables	Entrance (Chartrand, Huber, Shiv & Tanner, 2008). Store front (Oppewal & Timmermans, 1999). Surroundings (Grossbart, Mittelstaedt, Curtis & Rogers, 1975). Architecture (Bäckström & Johansson, 2006; Gilboa & Rafaeli, 2003). Windows (Ward, Bitner & Barnes, 1992). Location (Vandell & Carter, 1994). Parking spaces (Pinto & Leonidas, 1994).
	Design & Store Layout Variables	Location of departments (Dudey, 1990). Departmental allotments (Borin, Farris & Freeland, 1994). Shelf Space (Frank & Massey, 1970; Chevalier, 1975; Bawa, Landwehr & Krishna, 1989). Floor space allocation (Doyle & Gidengil, 1977).
	Common Interior Variables	Lighting elements (Baker, Grewal & Parasuraman, 1994). Flooring & Carpeting (Roos & Hugosson, 2008; Stafford & Enis, 1969). Scents & aromas (Spangenberg, Crowley & Henderson, 1996). Music (Mattila & Wirtz, 2001; Morin, Dube & Chebat, 2007; Oakes & North, 2008). Use of colours (Bellizzi & Hite, 1992; Crowley, 1993). Temperature (Reimer & Kuehn, 2005).
	Display Variables	Point-of-Sale display (Gagnon & Osterhous, 1985). Wall Décor (Wall & Berry, 2007). Product display (Simonson & Winer, 1992).
Socio-servicescape elements	Consumer & Employee Behaviour (Individual Variables).	Characteristics of consumers (Edvardsson & Enquist, 2011; Tombs & McColl-Kennedy, 2003). Traits of staff members (Ekinci & Riley, 2003). Appearance of employees (Baker, Levy & Grewal, 1992; Bitner, 1990; Harris & Ezech, 2008). Crowding (Eroglu & Machleit, 1990; Eroglu, Machleit & Barr, 2005; Eroglu, Machleit & Chebat, 2005; Tombs & McColl-Kennedy, 2003).

(Table source: Derived from Bitner, 1992; Turley & Milliman, 2000; Tombs & McColl-Kennedy, 2003).

When compared to store layout and exterior attributes, the internal display variables and general interior variables have received much attention in the servicescape literature. The literature describes ambience as the non-visual background set up in a service environment (Hightower Jr. & Shariat, 2009). The ambient factors such as temperature, music, lighting and scent, are known to trigger sensory responses within the customers, especially when they spend a substantial amount of time in the service environment (Baker et al., 1994; Bitner, 1992; Rosenbaum, 2005). For instance, the background music played in a retail store considerably influences consumer behaviour by increasing the overall time they spend at the store, thereby having a positive effect on store sales (Areni & Kim, 1994; Hul et al., 1997; Yalch & Spangenberg, 1990). A study carried out by Chebat, Morrin and Chebat (2009) reveals that aroma can potentially influence the mood, feelings and emotions of customers in a service environment. Customers' perception of the quality of a particular service environment and their purchasing intentions are known to be influenced by the type of lighting therein (Ryu & Han, 2011). In general, the customers of ethnic restaurants anticipate a certain level of ambience. They are likely to ignore the components of the ambience if it is not up to their standards or if they are uncomfortable in the overall service setting (Hightower Jr., 2010). Signs and artifacts assist in communicating the image of the service provider to the customers. Lin (2004) postulates that visual elements such as the interior décor, artwork and painted walls enable the customers to evaluate and judge the hospitality sector. On the other hand, Lam et al. (2011) state that positively designed symbols and signs assists the service industry to increase their sense of control over the perceived crowd levels of customers. Overall, well decorated service establishments have a positive impact on the customer satisfaction levels and perceived service quality.

Along with the physical and intangible variables, socio-servicescape variables are vital to a holistic interpretation of the servicescape (Berman & Evans, 1995). Socio-servicescape variables denote the social interactions between individuals within the servicescape environment (Harris & Ezech, 2008). Bitner (1992) noted that social interactions are behavioral outcomes that are triggered by the servicescape. When compared to the physical variables, socio-servicescape variables have received minimal attention in the literature (for example, Rosenbaum & Montoya, 2007). The socio-servicescape elements are further classified into two additional dimensions: influence of other consumers in the servicescape and influence of employees. These two

additional dimensions were designed because the overall service experience involves interactions between consumers and other consumers in the servicescape, as well as between consumers and staff members (Tombs & McColl-Kennedy, 2003). Consumer-to-consumer interaction is known to effect emotions in a servicescape setting (Tombs & McColl-Kennedy, 2003). Huang (2008) observed that the extremity of other consumer failure has a strong negative influence on consumer satisfaction levels. Likewise, customer satisfaction is also negatively influenced by perceived crowding (Eroglu & Machleit, 1990). On the other hand, patrons' who convey excitement and happiness, positively trigger the emotions of other costumers (Tombs & McColl-Kennedy, 2003).

The present literature denotes that staff member's behaviour and appearance has a vital impact of consumers' behaviour and attitudes (Ekinci & Riley, 2003). For instance, staff members' competence and physical attractiveness in the hospitality sector is known to impact the loyalty intentions of the patrons (Nguyen, 2006). However, the current literature lacks an adequate investigation of human variables, which are indeed significant, since consumers simultaneously evaluate both socio-servicescape and physical variable during an overall service experience (Harris & Ezech, 2008). Thus, employee behaviour needs to be incorporated as a component of the broader servicescape. It has been previously empirically determined that a fusion of physical, intangible and socio-servicescape variables influences patrons' loyalty intentions in the restaurant industry (Harris & Ezech, 2008).

2.7.3 Impact of Servicescape Attributes on Authenticity

The role of various types of authenticating agents and their medium of communication has been discussed in a lot of studies (Robinson & Clifford, 2012). This activity to amplify ethnic foodservice encounters has been reported to welcome negotiated authenticity programmes that are focused on continuity, genuineness and modification of servicescape settings in order to earn profit (Mkono, 2013). In a study carried out to determine the authenticity markers in a "medieval" themed foodservice festival in Australia, Robinson and Clifford (2012, p.584) noted a broad range of authenticity markers that determine authenticity: 1) sourcing and procurement of ingredients; 2) cooking style, preparation and paraphernalia used; 3) written and oral

description of dishes and ingredients on the menu; 4) use of other authentic factors to create the perceived taste; 5) arrangement of food platter and accompaniments on the dining table; 6) role playing and uniform design of employees ; 7) restaurant menus try to replicate what customers perceive as authentic (medieval); and 8) Packaging of agents of authenticity (combination of all the above agents) in order to deliver a distinctive experience. These authenticity markers were regarded crucial in influencing negotiated facets of authenticity and re-visitation intent amongst the visitors of the medieval festival.

Negra (2002) pointed out that ethnic restaurant patrons pursue an “othered” (unique) conventional food learning encounter and tend to connect with the other culture by means of authentic markers. These “othered” encounters at ethnic-themed restaurants are known to foster relationships with the objective authentic attributes of the other culture and personal meanings (Chhabra et al., 2013). Chhabra et al. (2013) modified the markers advocated by Robinson and Clifford (2012) to design a universal authenticity scale in order to assemble a list of commonly used authentic markers related to authentic food dining. The role of these markers, in general, is to influence the overall meal experience and to create tangible settings in the ethnic-service environment. Chhabra et al. (2013) carried out a content analysis of the websites of 50 Indian restaurants across seven regions in the United States, and observed that authenticity is usually negotiated in “eatertainment” experiences (for instance, themed servicescapes) and food offerings provided in the restaurant. This negotiated commodification is carried out in order to blend ethnic cuisines to the mainstream audience whilst retaining certain features of objective authenticity and imparting ethnic traditions to the general population. Ethnic restaurants create certain desired settings in order to offer an “othered” experience to its patrons and as a result tend to replicate the theoplacity theory of authenticity (Wood & Muñoz, 2007). Authentic markers such as décor, artwork and music along with stereotyped cultural symbols are used by ethnic restaurants to create a unique servicescape setting in order to cater to the perceptions of its patrons. This serves as a platform for individuals to connect to their own culture and also provides interactive opportunities to adventurous diners who wish to interact with “othered” foreign cuisines (Barbas, 2003).

The present literature indicates that the primary motive for consumers to visit and dine in ethnic restaurants is to acquire inter-cultural learning opportunities (Tsai & Lu, 2012). In ethnic restaurants and other ethnic-themed outlets, environmental cues are deployed in order to convey the distinctiveness of the particular themed culture. Previous studies have documented the impact of ethnic servicescapes on consumers. Jang et al. (2012) discovered that the authentic atmospheric variables in Korean-themed restaurants instigated positive emotions amongst consumers. This occurs as ethnic atmospherics affect patrons' emotions and trigger them to perceive the ethnic restaurant servicescapes as distinctive and unique in comparison to the non-ethnic restaurants. For instance, Lu and Fine (1995) noted that the consumer perceptions of authenticity in ethnic restaurants were significantly influenced by the ethnic appearance of chefs and staff members. Supporting similar claim, Tsai and Lu (2012) propounded that ethnic servicescapes aids consumers to instigate authentic experiences, which in turn influences customer satisfaction and behavioral intentions. In one of their recent studies carried out on Indian-themed restaurants, Chhabra et al. (2012) put forward that several features of foodservices provided by Indian-themed restaurants exhibiting "Indianness" ("othered experience") signifies the genuine and sincere efforts undertaken by the restaurant management to engage customers in an "Indian" experience in an authentic (objectively authentic) manner.

2.8 Chapter Summary

The literature review underlines that significant number of studies have been carried out to study the role of authenticity and related attributes in ethnic restaurants (Ebster & Guist, 2005; Lu & Fine, 1995; Wood & Muñoz, 2007). However, the existing studies tend to be one dimensional as majority of the studies have been performed in a western context (Ebster & Guist, 2005; Liu and Jang, 2009a, 2009 b; Lego et al., 2000). Existing studies in the literature state that ethnic restaurant management highly regard the concept of authenticity since they believe that their patrons value authenticity (Lu & Fine, 1995). At the same time, it is observed that hardly few studies have analyzed managerial perceptions of authenticity in a broader perspective. Additionally, the literature provides different models of servicescape frameworks to monitor the role of each servicescape element in influencing customer satisfaction (Bitner, 1992; Tombs & McColl-Kennedy, 2003).

3. Methodology

3.1 Introduction

Perceived authenticity is an important factor that is often linked with ethnic restaurants in context of the food provided as well as the other tangible and intangible variables in the restaurant servicescape. Regardless of the increase in the number of ethnic restaurants throughout New Zealand, research in this sector is still limited. Also, no specific research has been performed on Indian cuisine or restaurants. The existing literature has studied customers' perceptions of authenticity and ethnic restaurants, seldom highlighting the managerial perceptions of these factors. This segment will outline the methodology used to collect the data addressing the essence and purpose of the current study. The chapter begins by describing the research design implemented for the study along with an interpretative framework, followed by participant selection and recruitment. Throughout its course this chapter will provide an in-depth insight into the data collection procedure and data analysis adapted to tackle the objectives of this study. The concluding component of the chapter involves ethical considerations of this study in addition to researcher's role and potential bias.

3.2 Research Design

In order to attain the objectives of this project, ten Indian restaurants in Christchurch were studied. This included a blend of both well established and newly set up restaurants. The restaurants were selected depending upon their ratings on Zomato (3.6 and above on a scale of 5). A mixed method research design was deployed, which involved restaurant servicescape and menu analysis along with semi-structured interviews of the Indian restaurant managers.

Servicescape and menu analysis: Site visits were conducted in order to identify the distinctive elements in the Indian restaurant servicescape and menu. Previous studies conducted in the ethnic restaurant servicescape, have used core quantitative methods in the form of surveys and sampling, along with measurement tools in order to garner customers' perception of restaurant servicescape elements (Baumann & Setogawa, 2015; Jang, Ro & Kim, 2015). Experimental design was one of the favoured methods deployed to study ethnic restaurant servicescape

(Chhabra, Lee, Zhao & Scott, 2013; Wang, 2011). Since one component of the purpose of this study is to identify the distinctive servicescape (design) elements that Indian restaurants believe influence customer satisfaction, carrying out servicescape and menu analysis by means of observation and content analysis helped in revealing the frequency of certain attributes of the restaurant design and dishes on the menu. Observations of the Indian restaurant servicescapes were carried out as a component of the empirical approach. This comprised of undertaking descriptive notes and identifying the distinctive elements of the physical setting of the restaurant such as the ambience, décor, signs and symbols. Photographs of the restaurants were used as unbiased visual reports (Shawaraz, 2000). The servicescape analysis carried out in this project utilizes direct observation methodology in order to amplify the servicescape framework (Bitner, 1992). Previous menu analysis research has catered towards designing menu models in order to expand restaurant profitability and overall return on sales based on the frequency of the dishes and pricing criteria (Bayou & Bennett, 1992; Kasavana & Smith, 1982). As a part of this project, online menus of the selected restaurants were studied in order to identify the frequency of the dishes on the menu, components of the menu design and description of items, as a part of the menu analysis. Since this project does not seek to study the business and profitability factors revolving around Indian restaurants, the menu analysis model deployed in this study was considered ideal, as comparison of menu attributes helped in revealing certain similar and unique traits with regards to the Indian restaurant menu offerings. This component of the research was based on publically available information and served as a background for conducting semi-structured interviews in which restaurant managers were asked why the menu and restaurant are designed the way they are.

Semi-structured interviews: Semi-structured interviews with Indian restaurant managers were carried out in order to follow up on the servicescape and menu analysis. Questions were devised revolving around and interlinking the concepts of authenticity, customer satisfaction and related servicescape attributes. The topics covered in the interviews were related to internal and external appearance of the restaurant, brand and visual logos, lighting, surroundings, ambience, music, decor, aroma, staff appearance (i.e. whether they wear uniforms or not), menu offerings, presentation, use of local ingredients, notions of authenticity, and other elements identified in the servicescape and menu of the particular Indian restaurant. The use of semi-structured interviews

has been previously undertaken in studies catering towards restaurant and hotel industries (Dominici & Guzzo, 2010; Hansen, Jensen, Gustafsson, 2005), in order to study customer satisfaction and meal experiences of consumers. The use of semi-structured personal interviews was considered apt for this study, as it is a flexible interview methodology, which allows new questions to be brought up based on the response of interviewees. This flexibility allowed the researcher to tap the required areas of interest while interviewing the restaurant managers and opened up the possibility to shed light to certain aspects of managerial perceptions that were not covered in the ethnic restaurant literature. The use of semi-structured interview methodology also allowed the researcher to meet the respondents face-to-face at a location of the respondents choosing, which assisted in escalating the quality of data obtained. In order to gain a broader understanding of the restaurant managers perceptions, the interview questions were designed to be open-ended and least directive. Due to his own experiences and understanding of the Indian cuisine the researcher was able to build rapport easily and engage in the interview, which put the participants at ease. Overall, the semi-structured interviews provided similar possibilities to all respondents to give their views and perceptions in an open and free atmosphere.

3.3 Interpretive Framework

The present study aims to understand the authentic attributes in the Indian restaurant servicescape and menu that influence customer faction and the managerial perceptions of certain attributes that they deem important in generating customer satisfaction. An interpretative framework was required in order to determine the authentic attributes in the Indian restaurant servicescape and menu, which forms the core basis of this research project. Observation and content analysis was deemed as most appropriate in order to derive findings that truly reflect the significance of authentic attributes in the Indian restaurant scenario that influences customer satisfaction.

3.4 Participant Selection

The restaurant managers of selected Indian restaurants in Christchurch were the sole participants, as the primary focus of this study is to determine their perceptions of the restaurant attributes that

influence customer satisfaction. The ten Indian restaurants were selected from the group of 20 Indian restaurants in Christchurch, initially identified with the help of TripAdvisor, Zomato and Yellow pages. The restaurants were selected depending upon their ratings on Zomato (3.6 and above on a scale of 5). Although carrying out a census of the Indian restaurants in Christchurch would have delivered broad, yet specific results, saturation was reached after ten restaurants due to similarities observed in their menu offerings and time constraints. This is highlighted as one of the limitations of this study. The restaurant managers of these restaurants were then approached for the interviews through personal visits carried out at the restaurants and phone calls, explaining them the purpose of the study. In certain cases wherein the restaurant managers were not available, their representatives or assistant managers were interviewed for this study. In order to be recruited for this project, participants had to be keen to set aside a sufficient amount of time for a semi-structured interview in order to share their perceptions on authenticity and related restaurant attributes that influence customer satisfaction. Overall, six managers of the ten selected Indian restaurants agreed to participate in the study. The data obtained was also rendered anonymous. Furthermore, any information that potentially revealed the identity of the restaurant or the participant was excluded from public discussion.

3.5 Data Collection

In order to achieve the desired output for the present study, menu-analysis, servicescape-analysis and semi structured interviews were the core facets of the methodology deployed.

Stage 1- Indian Restaurant Menu and Servicescape:

The menu and servicescape analysis form the vital components of mixed methodology approach used in this study. The menus of the selected Indian restaurants were obtained online through their websites. This enabled the researcher to identify and note the different types of dishes included in the menus of the Indian restaurants in Christchurch and to observe and note down other elements of the menu design, such as font, use of colours and pictorial representation that conveyed the authentic traits of the restaurants.

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In order to assess the multiple facets of the Indian restaurant servicescape, direct observation of the servicescape was performed by carrying out site visits. The required restaurant physical and intangible elements along with socio-servicescape elements were determined in accordance with the servicescape frameworks identified in the literature (Bitner, 1992; Turley & Milliman, 2000; Tombs & McColl-Kennedy, 2003). Use of observation method was deemed accurate as it enabled the researcher to make detailed notes of the Indian restaurant environmental dimensions and appearance of the employees. Likewise, the available literature on servicescapes and consumption environments has recommended and successfully deployed the observation method in order to obtain the desired results (Bitner, 1992; Sherry & McGrath, 1989).

Stage 2- Interviews:

As a part of data collection through semi-structured interviews, bracketing was carried out in the initial phase before the commencement of interviews. This allowed the researcher to tackle the topic with more awareness of his preconceived notions and personal biases and abstain from pressing those on the interviewees (Idhe, 1986). This enabled the researcher to become more conscious of his personal opinions and to avoid the scenario of asking leading questions to the participants, which would reflect his opinion on the topic during the interview. Due to his familiarity with Indian cuisine, the researcher identified and noted down his previous experiences with regards to Indian foods, both in India and New Zealand. This detailed bracketing process allowed the researcher to gain insight and become aware of his biases and avoid prompting interviewees to say something akin by asking derivative questions.

Prior to the beginning of the interviews the researcher introduced himself, his current coursework along with the topic and purpose of the research before handing the participant information sheet (Appendix A) along with the consent form (Appendix B) to the participants for reading. The researcher then clarified any doubts or questions that crossed the participants mind whilst going reading the respective forms. The semi-structured interviews were conducted approximately for 30 minutes, depending upon the participant's available timeframe. These interviews were voice recorded with due permission of the interviewees, as mentioned on the consent form (Appendix B). Interviews commenced with the question "What do you regard as the main elements of authentic Indian cuisine?" (Appendix C). Right from the initial question onwards the interview

was participant centered and the researcher was able to build rapport with the participants due to his familiarity with Indian cuisine and ethnicity. The researcher also asked clarifying questions, whenever necessary, in order to further elaborate the participant's responses. Overall, the interview included questions and follow-up questions that revolved around participant's (restaurant manager's) perceptions of authenticity; components involved in the restaurant menu design, description and item selection; perceptions of the restaurant servicescapes and role of staff in influencing customer satisfaction (Appendix C). The interviews concluded by encouraging the participants to provide any additional comments that they might have with regards to the research topic in general and thanking them for their participation in this study.

3.6 Data Analysis

As stated previously, in order to attain the objectives of this study menu and servicescape analysis of the Indian restaurants were carried out along with the semi-structured interviews of restaurant managers.

1) Menu and Servicescape analysis:

The data for this component of research design was analyzed by using Microsoft Excel spreadsheets. Direct observation methodology of Indian restaurant menu revealed the types of dishes served in the Indian restaurants along with various features of menu design that reflected authenticity. The use of Excel spreadsheets assisted in the comparison of the dishes served by the studied 10 restaurants and enabled to map their frequency and identify similar and distinctive dishes overall. Besides, it also assisted in noting down and comparing the other features of menu design (for instance, use of colours, type of font, description of dishes, pictorial representation). Overall, MS Excel provided a platform to determine each individual dish served by the respective restaurant, distinctive dishes that highlight uniqueness of the restaurant, similarities in terms of menu selection and other services provided by the restaurant which has a vital impact on the present study.

Likewise, the observed and noted servicescape data was also analyzed using MS Excel. This enabled the researcher to identify, compare and highlight the distinctive or similar elements

observed during the servicescape research carried out as a component of this study. Spreadsheets assisted in noting down the presence of key physical and socio-servicescape elements (for instance symbols, artifacts, store layout and appearance of employees) of Indian restaurant servicescapes, by utilizing the framework derived from the literature (Bitner, 1992; Turley & Milliman, 2000; Tombs & McColl-Kennedy, 2003).

2) Semi-structured interviews:

Each interview was recorded using an audio device with the permission of the participants (restaurant managers) and transcribed later to perform the required analysis. In order to analyze the individual interview transcripts, Colaizzi's (1978) technique was deployed:

- Transcribing individual interviews.
- Highlight various themes and label them coherently by reading the transcript several times.
- Use direct exemplary quotes to support individual themes.
- Segregate the transcripts and observe core similarities.
- Assemble summaries of every transcript and highlight the main themes.

The literature reflects on various restaurant attributes that influences authenticity in an ethnic restaurant. As highlighted previously, the semi-structured interviews were carried out to follow up on the menu and servicescape analysis. The interview questions were designed in accordance to the attributes that are of core relevance in this study and exhibit direct themes that follow up on the menu and servicescape analysis. It was hypothesized that the data and themes derived from the interview transcripts will supplement the findings of menu and servicescape analysis. Depending upon the matter provided by interviewees, the following research questions are of utmost interest for this project:

Research Question 1: What are the important authentic menu and servicescape elements in Indian restaurants that influence customer satisfaction?

Research Question 2: What authentic attributes do Indian restaurant managers deem important in order to generate customer satisfaction?

3.7 Researcher Role and Bias

As a part of data collection through semi-structured interviews, bracketing was carried out in the initial phase before the commencement of interviews. This allowed the researcher to tackle the topic with more awareness of his preconceived notions and personal biases and abstain from pressing those on the interviewees (Idhe, 1986). This enabled the researcher to become more conscious of his personal opinions and to avoid the scenario of asking leading questions to the participants, which would reflect his opinion on the topic during the interview. The researcher has Indian roots and is familiar with Indian cuisine and ethnicity. The researcher identified and noted down his previous experiences with regards to Indian foods, both in India and New Zealand. This detailed bracketing process allowed the researcher to gain insight and become aware of his biases and avoid prompting interviewees to say something akin by asking derivative questions.

3.8 Ethical Considerations

The objectives of this study were achieved in accordance with the guidelines laid down by the Human Ethics Committee of the University of Canterbury. The required consent was obtained from the Committee before starting the data collection process. The participants were allocated pseudonyms in any discussion of interview data and the researcher explained the purpose and use of collected data thoroughly. Likewise, the collected data was rendered anonymous. The data was kept confidential until the completion of research and was deleted responsibly once the final version of the Masters' thesis was submitted to the library.

3.9 Chapter Summary

In order to attain the objectives of this research, a mixed methods research design was deployed. Menu and servicescape analysis was performed in order to determine the frequency of the dishes and servicescape elements in the Indian restaurant context. Semi-structured interviews were carried out in order to follow up on the menu and servicescape analysis and to understand the managerial perceptions of authenticity and servicescape attributes of the Indian restaurants. Each

interview was voice recorded with the participants' permission and was later transcribed to perform analysis of the data. Overall, the data was rendered anonymous throughout in the findings and discussions of this study.

4. Findings and Discussion

4.1 Introduction

The findings of this study are discussed and presented in this chapter. They are divided into three main sections: menu analysis, servicescape analysis and interview results, which further comprises of various aspects that highlight the significance of authenticity and ethnic servicescapes in Indian restaurants in Christchurch.

4.2 Menu Analysis

The menu analysis component of this study was performed on ten Indian restaurants both North and South Indian dishes to customers. The present literature highly rates authenticity as an important attribute in influencing customer satisfaction in ethnic restaurants (Ebster & Guist, 2005; Liu & Jang, 2009a, 2009b; Molz, 2004). It was observed that approximately all of the studied Indian restaurants in Christchurch utilized both online and printed menus for dine-in and take away services. The menu analysis component was carried out in order to determine the frequency of dishes and identify specific facets of the Indian restaurant menu that reflect the authenticity of Indian cuisine. In order to determine the significance of Indian restaurant menu in influencing authenticity, it is vital to analyze the units introduced in this chapter.

4.2.1 Use of Colours and Fonts

The menu analysis carried out on ten Indian restaurants revealed that the menus offered by the Indian restaurants contained colours, fonts and illustrations that reinforced the image of the restaurant. The colours used in the menu were parallel with the colours of the logos of the Indian restaurants. For example, Restaurant B had a dark green coloured logo and on similar grounds, its menu utilized different shades of green in it. Similarly, Restaurant A's overall brand theme and logo incorporated orange and white colours, which

were also reflected in the menu design implemented by the restaurant brand's franchises. This enabled the menu to be an extension of the restaurant's personality and boosted the required tangible evidence to reflect authenticity, which has a strong impact on customer engagement levels, as highlighted in the literature (Radice & Arpaia, 1986; Molz, 2004). Thus, it can be implied that the Indian restaurant's menu reflects the overall personality of the restaurants and potentially acts as a customer engagement tool, which has a significant influence on the authenticity of the Indian restaurant.

4.2.2 Type of Cuisine Offered

The type of cuisine catered by the Indian restaurant was duly mentioned in their respective menus. It enables the customers to know what regional Indian dishes the restaurant caters to such as North Indian dishes, South Indian dishes or Indian dishes in general. This specifies that the Indian restaurants incorporate a menu as per the regional Indian culinary. This justifies Ware and Rudnick's (1984) definition of Indian restaurant stating that, "ethnic restaurants incorporate a menu based on the cooking of one country" (p.9). The authenticity factor was usually conveyed through the use of restaurant taglines in the menu. For instance, all the Indian restaurants marketed the ethnic food provided in the restaurant as "Authentic Indian Cuisine", "Authentic South Indian Cuisine" and "Authentic North Indian Cuisine" or "Indian with Attitude" on their menus, based on the type of cuisine served. By specifying the type of cuisine provided on the restaurant menu, the Indian restaurants exhibited a feeling of distinctiveness. This runs parallel with the present literature which states that each ethnic group has maintained certain unique traits in the foodservice industry, which makes their cuisine distinct (Sukalakamala & Boyce, 2007). It reflected the uniqueness of the Indian restaurants which differentiates them from the other ethnic cuisines in Christchurch, from a customers' perspective. Thus, by using the concept of "authenticity" as a marketing tool in the Indian restaurant menu, the restaurant management tends to connect with their Christchurch patrons, as ethnic foods are known to be perceived as unique and exotic by foreigners (Jang, Ha & Park, 2012).

The concept of authenticity has been to know to portray the distinctive traits of a nation's culture and is highly valued by the restaurant patrons, which is a crucial factor for all ethnic restaurants, as identified in the literature (Lu & Fine, 1995). The exoticness and "Indianness" of the Indian restaurants was reflected through the specification of the cuisine on the restaurant menu. Thus, this revealed that the Indian restaurant management highly rates the concept of "authenticity" and used it as a marketing tool in their menus to portray the distinctiveness of the Indian culture. Overall, it may be implied that the Indian restaurant menus act as a marketing agent to convey the authentic traits of the ethnic cuisine provided by the Indian restaurants.

4.2.3 Pictorial Representation of Dishes

It was observed that seven out of the ten studied Indian restaurant menus offered pictorial representation of a few dishes served in their respective restaurants; either through website based or printed menus (see, Table 2). As indicated in the literature review, the concept of authenticity has been deemed as an important element for engaging customers by the restaurant management (Boyle, 2004; Burton, 2000; Molz, 2004). The pictorial representation enables the customers a platform to view the dishes before visiting the restaurants and thus, reflects the authenticity of the cuisine provided by the restaurant. It can be noted that a few patrons having previous encounters with Indian cuisine through different media agents, may potentially recognize the dishes based on the pictorial representation and perceive the authenticity of food provided by the restaurant. Thus, pictorial representation of dishes on the menu is indeed significant as it exhibits authenticity, engages customers and motivates them to visit and try the respective dishes in the Indian restaurants.

[Table 2: General Menu Analysis]

Menu Analysis\Restaurant	Restaurant A	Restaurant B	Restaurant C	Restaurant D	Restaurant E	Restaurant F	Restaurant G	Restaurant H	Restaurant I
Pictorial Representation	Yes	Yes	No	Yes	Yes	Yes	No	Yes	No
Use of colours on Menu	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Description of the dishes in English	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Online Menu	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Offers Takeaway	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Offers Banquet Menu	Yes	No	No	Yes	Yes	Yes	No	Yes	No
Offers customization of dishes/style	Yes	Yes	Yes	No	No	Yes	Yes	Yes	Yes
Cuisine offered	North Indian Dishes	North Indian	North & South Indian Dishes	Indian Dishes	North Indian	Indian & Nepalese	South Indian Dishes	Indian Dishes	Indian Dishes
Signature dish/dishes/ Specialties	Butter Chicken with Rice	N/A	Butter Chicken & Biryani	N/A	N/A	Gurkhali Chicken, Lamb Saag, Pork Kumara & Spinach, Calcutta Fish, Paneer Makhani, Pork Vindaloo	Dosas and South Indian Dishes	Butter Chicken, Chicken After Shocks, Daal Murgh, Neelgiri Korma, Lamb Rogan Josh, Lamb All Blacks, Beef Do Payazza, Beef Re Built.	Special Chicken and Lamb Dishes
Serves Alcohol	Yes	Yes	Yes	Yes	Yes	Yes	No	Yes/BYO	Yes
Serves Drinks	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Mains served with Rice	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes

4.2.4 Types of Dishes

It was observed that all the dishes and accompaniments served in the Indian Restaurants in Christchurch were ideally segregated into standard sections in their menu: Starters or Entrees, Mains (Chicken, Lamb, Vegetarian and Seafood), Breads, Rice, Side Dishes, Drinks and Desserts. The dishes were generally named as per their traditional Indian names or special fusion names, based upon the popularity of the respective dish. All the dishes were well described in English, so as to convey the flavours and base ingredients of the respective dish to the local customers along with the required allergic information.

In terms of Entrees, the Indian Restaurants in Christchurch offer a wide range of dishes to the patrons which cover vegetarian, chicken, lamb and seafood varieties. Vegetable Samosas (Indian triangular spiced pastry), Bhajis and Pakoras (fried chickpea batter with vegetable fillings) dominated their presence throughout in the vegetarian appetizers section of almost all the studied menus of Indian restaurants. Whereas, varieties of Kebabs and Tikkas (meat grilled in the tandoor) dominated the chicken and lamb sections of the appetizers. On the other hand, Fish Tikka and Prawn Pakoras dominated the seafood entrée varieties offered by the Indian restaurants. Approximately all the Indian restaurants offered their own special varieties and fusion entrees (for instance, Lamb Samosa, Samosa Chaat, Chilly Chicken) (see, Table 3), that provides the consumers a choice to try unique varieties of appetizers. The literature states that the rise in popularity of ethnic entrees can be attributed to the patrons' ever growing demand for healthy and flavourful meals (Ladki & Nomani, 1996). The Indian restaurant menu incorporates a variety of "Tikkas" and other "Tandoori" dishes. These ethnic Indian entrée dishes are grilled in the tandoor with minimum use of oil, as described in the menus of all Indian restaurants. Likewise, the Indian restaurants also incorporated gluten free and dairy free entrees (varieties of Kebabs and Tikkas) in order to exhibit the health friendly traits involved in their cuisine. Thus, it can be determined that the Indian restaurant management caters to the patrons' need for healthy and flavourful meals, as reflected in their menus.

[Table 3: Frequency of Entrée Dishes in Indian Restaurants]

Entrée Dishes	Restaurant A	Restaurant B	Restaurant C	Restaurant D	Restaurant E	Restaurant F	Restaurant G	Restaurant H	Restaurant I
Vegetable platter	Yes	Yes	Yes	Yes	No	Yes	Yes	Yes	Yes
Tandoori platter	Yes	Yes	Yes	Yes	Yes	No	No	Yes	Yes
Mixed platter	No	No	No	No	No	No	Yes	Yes	Yes
Lamb Samosa	No	No	No	Yes	Yes	No	No	No	No
Samosa Chaat	No	No	No	Yes	No	No	No	No	No
Vegetable Samosa	Yes	Yes	Yes	Yes	Yes	Yes	No	Yes	Yes
Bhaji	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Pakoras	Yes	Yes	Yes	Yes	Yes	No	No	Yes	Yes
Kebabs	Yes	Yes	Yes	Yes	Yes	No	No	Yes	Yes
Tikkas	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Mince Stix	No	No	No	No	No	Yes	No	No	No
Meat Chops	Yes	Yes	Yes	Yes	Yes	No	No	Yes	Yes
Tandoori Mushroom	No	No	Yes	No	No	No	No	No	No
Chicken Lollypop	No	No	Yes	No	No	No	No	No	No
Chilly Chicken	No	No	No	No	No	No	No	No	No
Chicken 65	No	No	Yes	No	No	No	No	No	No
Paneer Aloo Tikki	No	No	No	Yes	No	No	No	No	No
Vada (Lentil Donuts)	No	No	No	No	No	No	Yes	No	No
Masala Bonda	No	No	No	No	No	No	Yes	No	No
Potato Chips	No	No	No	No	No	No	Yes	No	No
Spicy Indian Omelette	No	No	No	No	No	No	Yes	No	No
Kerala Fried Chicken(KFC)	No	No	No	No	No	No	Yes	No	No
Seafood Dishes	Yes	Yes	Yes	Yes	Yes	No	No	Yes	Yes

The mains in the Indian restaurant menus were segregated into further sections: chicken, lamb, seafood and vegetarian dishes. All the Indian restaurants served their mains with rice, as specified in their menus. The variety of mains offered by the Indian restaurants provided customers the choice to enjoy their favourite meals with different types of Indian breads and rice dishes. As observed, the chicken and lamb mains had more varieties to offer to the customers, followed by seafood and vegetarian dishes. All meat and vegan curries were specified to be gluten free and related allergic warnings were duly mentioned, wherever applicable, on the Indian restaurant menus. For instance, the use of nuts was clearly highlighted in the description of dishes like Chicken and Lamb Korma that utilizes the same in its ingredients.

A majority of dishes like Butter Chicken, Chicken Tikka Masala, Chicken Vindaloo, Lamb Rogan Josh, Fish Curry, Daal Makhni, Rotis and Naans (Indian breads), Chicken and Lamb Biryani (rice dishes), along with side dishes and drinks like “Raita” (Indian salad) and Lassi (Indian milk-based drink) were observed to be omnipresent across all Indian restaurant menus. Due to the high frequency of majority of the dishes in the menu, it can be observed that, the Indian restaurants in Christchurch have included a basic selection of “iconic” dishes from the culinary repertoire of India. The literature states that the ethnic restaurant menus portray a “simplified register” of the several local cuisines of the country, and do not represent their authentic diversity, which the tourists are most likely to observe when they travel to that country (Ferguson, 1981). The findings of this study support this claim, as it is understood that due to the vast diverse nature of regional Indian cuisine, it is impossible to cover most varieties of Indian dishes. The present literature states that customers seek authentic ethnic food experiences in order to supplement their cultural knowledge (Ebster & Guist, 2005; Sukalakamala & Boyce, 2007). The menus of the Indian restaurant act as a foremost point in expressing the authenticity of food as they include a variety of dishes that may trigger customers to try certain regional dishes like Chicken Madras (hot chicken curry cooked with onion, ginger and garlic) and Bombay Chicken (chicken cooked with vegetables), in order to boost their overall cultural knowledge. While considering the business aspect and high frequency of dishes, it can possibly be implied that the Indian restaurant menu incorporates a good number of popular authentic Indian dishes, like Butter Chicken and Chicken Tikka Masala, that the local

customers or majority of the ethnic groups have already heard about or consumed in order to boost their overall profitability. Hence, it can be derived that the consumers' knowhow of Indian cuisine and their craving for an authentic Indian food experience has a strong impact on the selection of dishes on the Indian restaurant menu. Thus, it may be implied that the Indian restaurant management, in general, incorporates a good number of popular authentic dishes in their menus to boost their overall sales, which runs parallel with the previous menu engineering studies carried out on ethnic restaurants from a business aspect (Kwong, 2005).

The present literature postulates that ethnic restaurants carry out negotiated commodification in order to blend ethnic cuisines to the mainstream audience whilst retaining certain authentic features (Chhabra et al., 2013). Three out of the ten studied restaurants offered customers the choice of additional meats like beef, pork and venison in their choice of curry bases or through fusion dishes carved by the restaurants to blend in modern flavours in the Indian cuisine. This exhibits the tendency of Indian restaurants to play with the traditional authentic aspects of the Indian cuisine and offer customers some new and familiar flavours with an Indian twist. For instance, "Restaurant F" offers Pork Kumara and Spinach (pork rib eye cooked with fenugreek, bay leaves and cumin seed), which enables the local customers the choice of trying out a dish that incorporates familiar meat and local vegetables with a blend of Indian flavours (See, Table 8). Likewise, "Restaurant H" specifically designed two fusion dishes in order to cater specially to the local audience and adventurous diners: "Lamb All Blacks" (boneless lamb cooked with lentils) and "Beef Rebuilt" (beef cooked with aromatic spices, onion, tomatoes, paprika and cashew nuts) (See, Tables 5 & 8).

[Table 4: Frequency of Chicken Mains in Indian Restaurants]

Mains Chicken-	Restaurant A	Restaurant B	Restaurant C	Restaurant D	Restaurant E	Restaurant F	Restaurant G	Restaurant H	Restaurant I
Murg Akbari	No	Yes	No	No	No	No	No	No	No
Butter Chicken	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Chicken Posht	No	Yes	Yes	No	No	No	No	No	No
Chilli Chicken	No	No	No	No	Yes	No	No	No	No
Chicken Achari	Yes	Yes	No	No	No	No	No	No	No
Balti Dansak Chicken	No	Yes	Yes	Yes	No	No	No	No	No
Butter Tikka Masala (Blend of Butter Chicken and Chicken Tikka)	No	No	No	No	Yes	No	No	No	No
Chicken Tikka Masala	Yes	Yes	No	Yes	No	Yes	No	Yes	Yes
Chicken Korma	Yes	Yes	Yes	Yes	No	No	No	Yes	Yes
Mango Chicken	Yes	Yes	Yes	No	Yes	Yes	No	No	Yes
Chicken Vindaloo	Yes	Yes	Yes	Yes	No	No	No	Yes	Yes
Bombay Chicken	No	Yes	No	No	No	No	No	No	No
Chicken Saag	Yes	Yes	Yes	No	No	No	No	Yes	Yes
Murg Kadai	Yes	Yes	Yes	Yes	No	No	No	No	No
Chicken Jalfrezi	Yes	Yes	Yes	Yes	No	No	No	Yes	Yes
Chicken Dansak	No	Yes	No	No	No	No	No	No	No
Dahl Chah	No	No	No	No	Yes	No	No	No	No
Madras Chicken	Yes	Yes	No	Yes	No	No	No	Yes	Yes
Chicken Patiyala	No	No	Yes	No	No	No	No	No	No
Chicken Afghani	No	No	No	Yes	No	No	No	No	No
Tawa Chicken	No	No	No	Yes	No	No	No	No	No

Tandoori Chicken	No	No	No	No	Yes	No	No	No	No
Gurkhali Chicken	No	No	No	No	No	Yes	No	No	No
Kashmiri Chicken	No	No	No	No	No	Yes	No	No	No
Chicken Bhuna Masala	Yes	Yes	Yes	Yes	No	No	No	No	No
Chicken Malabari	No	No	No	No	No	No	Yes	No	No
Kerala Chicken Roast	No	No	No	No	No	No	Yes	No	No
KFC (Kerala Fried Chicken)	No	No	No	No	No	No	Yes	No	No
Chicken After Shocks	No	No	No	No	No	No	No	Yes	No
Daal Murgh	No	No	No	No	No	No	No	Yes	No
Neelgiri Korma	No	No	No	No	No	No	No	Yes	No
Chicken Handi	No	No	No	No	No	No	No	No	Yes
Chicken Mughlai	No	No	No	No	No	No	No	No	Yes
Rara Chicken	No	No	No	No	No	No	No	No	Yes
Chicken Do Payaza	No	No	No	No	No	No	No	No	Yes

[Table 5: Frequency of Lamb Dishes in Indian Restaurants]

Mains Lamb-	Restaurant A	Restaurant B	Restaurant C	Restaurant D	Restaurant E	Restaurant F	Restaurant G	Restaurant H	Restaurant I
Lamb Tikka Masala	No	Yes	No	No	No	No	No	Yes	No
Lamb Posht	No	Yes	Yes	No	No	No	No	No	No
Lamb Pasanda	No	No	No	Yes	No	No	No	No	No
Handi Lamb	No	No	No	Yes	No	No	No	No	Yes
Lamb Madras	Yes	Yes	Yes	No	No	No	No	Yes	Yes
Lamb Palak	No	No	No	Yes	No	No	No	No	No
Lamb Bhuna Masala	Yes	Yes	Yes	No	Yes	No	No	No	No
Lamb Kadai	Yes	Yes	Yes	No	Yes	No	No	No	No
Lamb Saag Meat	Yes	Yes	Yes	No	Yes	Yes	No	Yes	Yes
Lamb Bhutuwa	No	No	No	No	No	Yes	No	No	No
Lamb Achari	Yes	Yes	No	No	No	No	No	No	No
Bombay Lamb	No	Yes	No	No	No	No	No	No	No
Lamb Vindaloo	Yes	Yes	Yes	Yes	No	Yes	No	Yes	Yes
Lamb Korma	Yes	Yes	Yes	Yes	No	No	No	Yes	Yes
Lamb Do Payaza	No	Yes	Yes	No	No	No	No	No	Yes
Lamb Balti	No	Yes	No	Yes	No	No	No	No	No
Lamb Rogan Josh	Yes	Yes	Yes	Yes	Yes	No	No	Yes	Yes
Lamb Jalfrezi	Yes	Yes	Yes	No	No	No	No	Yes	No
Kerala Lamb Masala	No	No	No	No	No	No	Yes	No	No
Lamn All Blacks	No	No	No	No	No	No	No	Yes	No
Lamb Rara	No	No	No	No	No	No	No	No	Yes

[Table 6: Frequency of Seafood Dishes in Indian Restaurants]

Mains Seafood-	Restaurant A	Restaurant B	Restaurant C	Restaurant D	Restaurant E	Restaurant F	Restaurant G	Restaurant H	Restaurant I
Fish Curry/ Masala	No	Yes	Yes	Yes	No	No	No	Yes	Yes
Kerela Fish Curry	No	No	No	Yes	No	No	Yes	No	No
Butter Prawns	No	Yes	Yes	No	No	No	No	No	Yes
Prawn Handi Masala	No	Yes	No	No	No	No	No	Yes	Yes
Fish Malabari	No	Yes	Yes	No	No	No	No	Yes	No
Shrimp Malabari	No	No	No	Yes	No	No	No	No	No
Chili Shrimp	No	No	No	Yes	No	No	No	No	No
Calcutta Fish	No	No	No	No	No	Yes	No	No	No
Prawn & Kumara	No	No	No	No	No	Yes	No	No	No
Prawn Malabari	No	No	No	No	Yes	No	Yes	Yes	No
Prawn Maharaja	No	No	No	No	Yes	No	No	No	No
Prawn Jalfreze	Yes	Yes	Yes	No	No	No	No	No	Yes
Butter Shrimp	No	No	No	Yes	No	No	No	No	No
Prawn Masala	No	No	No	Yes	No	No	No	Yes	No
Goa Fish	No	No	No	No	No	No	No	No	Yes
Goa Prawns	No	Yes	Yes	No	No	No	No	No	Yes
Prawn Do Payaza	No	Yes	No	No	No	No	No	No	Yes
Prawn Saagwala	Yes	Yes	Yes	Yes	No	No	No	No	Yes
Prawn Balchao	No	No	No	Yes	No	No	No	No	No
Kadai Prawns	Yes	Yes	Yes	No	No	No	No	No	No
Fish Madras	No	Yes	No	No	No	No	No	Yes	No
Fish Fry	No	No	No	No	No	No	Yes	No	No
Fish Kashmiri	No	No	No	No	No	No	No	Yes	No
Prawns Kashmiri	No	No	No	No	No	No	No	Yes	No
Prawns Madras	No	No	No	No	No	No	No	Yes	No

[Table 7: Frequency of Vegetarian Dishes in Indian Restaurants]

Mains Vegetable-	Restaurant A	Restaurant B	Restaurant C	Restaurant D	Restaurant E	Restaurant F	Restaurant G	Restaurant H	Restaurant I
Mushroom Do Payaza	No	Yes	Yes	No	No	No	No	No	No
Aloo Gobi	Yes	Yes	Yes	Yes	Yes	No	No	Yes	Yes
Vegetable Jaypuri	No	No	No	Yes	No	No	No	No	No
Butter Vegetables	No	Yes	No	No	No	No	No	No	No
Aloo Jeera/ Bombay Aloo	No	Yes	Yes	No	Yes	No	No	No	Yes
Paneer Makhni	No	Yes	No	No	No	Yes	No	Yes	No
Paneer Butter Masala	No	No	No	Yes	No	No	No	No	No
Mixed Vegetables	Yes	Yes	Yes	No	No	Yes	No	No	Yes
Malai Kofta	Yes	Yes	No	Yes	Yes	No	No	Yes	Yes
Palak Paneer	Yes	Yes	No	Yes	Yes	Yes	No	No	Yes
Daal Palak	No	No	No	Yes	No	No	No	No	No
Daal Makhni	Yes	Yes	Yes	Yes	Yes	No	No	Yes	Yes
Tarka Daal	Yes	Yes	Yes	No	No	No	No	Yes	Yes
Vegetable Korma	No	Yes	No	No	No	No	No	No	No
Chana Masala	No	No	No	Yes	Yes	No	No	No	No
Mushroom Masala	No	Yes	No	No	No	No	No	No	No
Mushroom Mutter Masala	No	No	No	Yes	No	No	No	No	No
Baigan Bharta	No	Yes	No	No	No	No	No	No	No
Paneer Jalfrezi	No	No	No	Yes	No	No	No	Yes	No
Vegetable Jalfrezi	No	Yes	No	No	No	No	No	No	No
Paneer Shimla Mirch	Yes	Yes	No	No	No	No	No	No	No
Mis Mas	No	No	No	No	No	Yes	No	No	No
Dahl Bhat	No	No	No	No	No	Yes	No	No	No
Vanta (Nepalese)	No	No	No	No	No	Yes	No	No	No
Vegetable Makhni	No	No	No	No	No	Yes	No	No	No

Mutter Paneer	No	No	No	No	Yes	Yes	No	Yes	No
Kadai Paneer	No	Yes	No	Yes	Yes	Yes	No	Yes	Yes
Kadala Curry(Chick Pea Curry)	No	No	No	No	No	No	Yes	No	No
Sambar	No	No	No	No	No	No	Yes	No	No
Paneer Peas Masala	No	No	No	No	No	No	Yes	No	No
Egg Curry	No	No	No	No	No	No	Yes	No	No
Paneer Saagwala	No	No	No	No	No	No	No	Yes	No
Hariyali Kofta	No	No	No	No	No	No	No	Yes	No
Paneer Tikka Masala	No	No	No	No	No	No	No	Yes	No
Subji Bahar	No	No	No	No	No	No	No	Yes	No
Shabnam Matar	No	No	No	No	No	No	No	No	Yes

All the dishes in the Indian restaurants were well described in English, highlighting the dominating ingredients and base of the curries (see, Table 2). For instance, Butter Chicken was described as “tender pieces of chicken simmered in mildly spiced sauce with fenugreek”. This clearly imbibes a sense of the overall flavour of the food and mentions the dominating ingredient along with it. The present literature states that the flavour of the cuisine equally plays a vital role for the patrons when compared to the authenticity of the restaurant (Sukalakamala & Boyce, 2007). Thus, the description of the dishes in the Indian restaurant menu assists in conveying the flavour of the dishes to the patrons, which impacts their decision to order the dish according to their taste buds. Similarly, a special dish Chicken Afghani (see, Table 4), was described as “tandoor roasted chicken simmered in mild sauce and topped with crushed cashews”. This description helps in conveying the flavours and ingredients of a not so popular dish to the local customers which may potentially boost their motive to try a different dish. Besides, it also clearly mentions the use of nuts, which a few customers may be allergic to and thus, provides them with a choice to alter the ingredient. Hence, the description of the dishes is highly imperative to convey the authenticity and flavours of the dishes to the patrons.

[Table 8: Frequency of Additional Meat Dishes in Indian Restaurants]

Beef Mains-	Restaurant A	Restaurant B	Restaurant C	Restaurant D	Restaurant E	Restaurant F	Restaurant G	Restaurant H	Restaurant I
Beef Vindaloo	No	No	No	No	Yes	No	No	No	No
Beef Madras	No	No	No	No	Yes	No	No	No	No
Kerala Beef Masala	No	No	No	No	No	No	Yes	No	No
Kerala Special Beef Fry	No	No	No	No	No	No	Yes	No	No
Garlic Beef Balti	No	No	No	No	No	No	No	Yes	No
Beef Do Payazza	No	No	No	No	No	No	No	Yes	No
Beef Re Built	No	No	No	No	No	No	No	Yes	No
Beef Korma	No	No	No	No	No	No	No	No	No
Kadhai Beef	No	No	No	No	No	No	No	No	No
Pork Mains-									
Pork Kumara & Spinach	No	No	No	No	No	Yes	No	No	No
Pork Vindaloo	No	No	No	No	No	Yes	No	No	No
Goat Mains-									
Goat Supreme	No	No	No	No	No	Yes	No	No	No
Venison-									
Venison & Portobello Mushroom	No	No	No	No	No	Yes	No	No	No

Along with the entrées and main dishes, the Indian restaurants offered a wide selection of breads, rice dishes, side dishes, drinks and desserts (see, Tables 9, 10, 11, 12, & 13). A large variety of breads provided the customers the opportunity to enjoy flavourful curries with their choice of bread. Besides side dishes like “Raita” (yoghurt), “Indian Pickles” and Salads were also omnipresent throughout all the studied menus of the Indian restaurants, along with mint and tamarind “chutneys” (dips). A few restaurants served traditional Indian “Masala Chai” (Indian milk tea) and the milk based Indian drink “Mango Lassi”. Besides, traditional Indian desserts like “Gulab Jamun” (sweet Indian dumplings) and “Mango Kulfi” (Indian ice cream) were also catered by a few Indian restaurants.

[Table 9: Frequency of Rice Dishes in Indian Restaurants]

Rice Dishes-	Restaurant A	Restaurant B	Restaurant C	Restaurant D	Restaurant E	Restaurant F	Restaurant G	Restaurant H	Restaurant I
Plain Rice	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Kashmiri Pulao	Yes	Yes	No	Yes	No	No	No	No	No
Vegetable Biryani	Yes	Yes	Yes	No	Yes	Yes	No	Yes	No
Chicken Biryani	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	No
Prawn Biryani	No	No	No	Yes	No	No	No	Yes	No
Lamb Biryani	Yes	Yes	Yes	Yes	Yes	Yes	No	Yes	No
Beef Biryani	No	No	No	No	Yes	No	No	No	No
Egg Fried Rice	No	No	No	No	No	No	Yes	No	No
Vegetable Fried Rice	No	No	No	No	No	No	Yes	No	No
Chicken Fried Rice	No	No	No	No	No	No	Yes	No	No
Mixed Fried Rice	No	No	No	No	No	No	Yes	No	No
Peas Pulao	No	No	No	No	No	No	Yes	Yes	Yes
Jeera Rice	No	No	No	No	No	No	No	Yes	No

[Table 10: Frequency of Breads in Indian Restaurants]

Breads-	Restaurant A	Restaurant B	Restaurant C	Restaurant D	Restaurant E	Restaurant F	Restaurant G	Restaurant H	Restaurant I
Naan	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Butter Naan	No	No	No	No	Yes	Yes	Yes	Yes	Yes
Garlic Naan	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Chocolate Naan	No	Yes	Yes	Yes	No	No	No	Yes	No
Onion Kulcha	Yes	Yes	Yes	No	No	No	No	Yes	Yes
Cheese and Garlic Naan	No	No	No	Yes	No	No	Yes	Yes	No
Butter, Garlic and Chilli Naan	No	No	No	No	No	No	Yes	No	No
Paneer Kulcha	Yes	Yes	No	No	No	No	No	No	Yes
Kashmiri Naan	Yes	Yes	Yes	Yes	No	No	No	No	No
Vegetable Kulcha	Yes	Yes	No	No	No	No	No	No	No
Chicken Naan	Yes	Yes	No	Yes	No	No	No	Yes	Yes
Keema Naan	Yes	Yes	Yes	Yes	No	Yes	No	Yes	Yes
Tandoori Roti	Yes	Yes	Yes	Yes	Yes	Yes	No	Yes	Yes
Tandoori Paratha	No	Yes	No	No	Yes	No	No	No	No
Cheese Naan	No	No	Yes	No	No	No	No	Yes	No
Aaloo Kulcha	No	No	Yes	No	No	No	No	Yes	No
Stuffed Kulcha	No	No	No	No	Yes	No	No	No	No
Peshawari Naan	No	No	No	No	Yes	Yes	No	Yes	Yes
Cottage Cheese Naan	No	No	No	No	No	Yes	No	No	No
Aaloo Paratha	Yes	Yes	No	Yes	No	No	No	Yes	Yes
Kerala Flaky Parotta	No	No	No	No	No	No	Yes	No	No
Kerala Flaky Garlic Parota	No	No	No	No	No	No	Yes	No	No
Appam (Hoppers)	No	No	No	No	No	No	Yes	No	No
Egg Hoppers	No	No	No	No	No	No	Yes	No	No
Puttu	No	No	No	No	No	No	Yes	No	No
Kati Roll(Naan Roll)	No	No	No	No	No	No	Yes	No	No
Kothu Parotta	No	No	No	No	No	No	Yes	No	No

Lacha Paratha	No	No	No	No	No	No	No	Yes	No
Cheese n Chilli Naan	No	No	No	No	No	No	No	Yes	No

[Table 11: Frequency of Side Dishes in Indian Restaurants]

Side Dishes-	Restaurant A	Restaurant B	Restaurant C	Restaurant D	Restaurant E	Restaurant F	Restaurant G	Restaurant H	Restaurant I
Banana and Coconut	Yes	Yes	No	No	No	No	No	No	No
Seasonal Vegetables	No	No	No	Yes	No	No	No	No	No
Saag Aloo	No	No	No	Yes	No	No	No	No	No
Popadum	Yes	Yes	Yes	No	Yes	Yes	Yes	Yes	Yes
Mint Chutney	Yes	Yes	Yes	Yes	No	Yes	Yes	Yes	Yes
Raita	Yes	Yes	Yes	Yes	No	Yes	Yes	Yes	Yes
Indian Salad	No	No	No	Yes	No	Yes	Yes	Yes	Yes
Bombay Aloo	No	No	No	Yes	No	No	No	No	No
Mango Chutney	No	No	Yes	Yes	No	Yes	No	Yes	No
Onion Salad	No	No	No	Yes	No	No	No	No	Yes
Pickle	Yes	Yes	Yes	Yes	No	Yes	Yes	Yes	Yes
Tamarind and Date Chutney	No	No	No	No	No	Yes	Yes	No	Yes
Boiled Eggs	No	No	No	No	No	No	Yes	No	No
Plain Yoghurt	No	No	No	No	No	No	Yes	No	No
Sambar	No	No	No	No	No	No	Yes	No	No
Chicken/Lamb Salad	No	No	No	No	No	No	No	Yes	No

[Table 12: Frequency of Drinks in Indian Restaurants]

Drinks-	Restaurant A	Restaurant B	Restaurant C	Restaurant D	Restaurant E	Restaurant F	Restaurant G	Restaurant H	Restaurant I
Mango Lassi	Yes	Yes	Yes	Yes	Yes	No	Yes	Yes	Yes
Lassi	Yes	No	No	No	Yes	Yes	No	No	No
Soft Drinks	Yes	No	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Juice	Yes	No	No	Yes	Yes	Yes	Yes	Yes	No
Masala Chai	No	No	No	No	Yes	No	Yes	Yes	No
Ginger Beer	Yes	No	No	No	No	No	No	Yes	No
Black Tea	No	No	No	No	No	No	Yes	No	No
Earl Gray	No	No	No	No	No	No	No	Yes	No
English Breakfast	No	No	No	No	No	No	No	Yes	No
Peppermint	No	No	No	No	No	No	No	Yes	No

[Table 13: Frequency of Desserts in Indian Restaurants]

Desserts-	Restaurant A	Restaurant B	Restaurant C	Restaurant D	Restaurant E	Restaurant F	Restaurant G	Restaurant H	Restaurant I
Gulab Jamun	Yes	No	No	Yes	Yes	No	No	Yes	No
Mango Kulfi	No	No	No	Yes	Yes	No	No	Yes	No
Ice Cream	No	No	No	Yes	No	No	Yes	Yes	No
Pistachio Kulfi	No	No	No	No	Yes	No	No	No	No
Chocolate Cake	No	No	No	No	Yes	No	No	No	No
Chocolate Dosa	No	No	No	No	No	No	Yes	No	No

4.2.5 Other Services

Additionally, the Indian restaurants also offer the patrons a choice to customize the dishes or alter the levels of spices in selected or all curries served in the restaurant (see, Table 2). The customers thus have a choice to modify the curries in three different flavours: mild, medium and hot. This exhibits the tendency of Indian restaurants to reduce strong levels of spiciness in order to cater to the local customers. This corresponds to the previous studies carried out on ethnic restaurant in Western countries which imply that some ethnic restaurants display the tendency of mitigating strong flavours in their unique cuisines in order to cater to the preferences and tastes of Western (local) customers (Lu & Fine, 1995). Besides, this goes against the objectivists' rationale, which confers that an ethnic restaurant cuisine can be deemed objectively authentic if it is prepared by natives using the traditional recipes and is not customized to meet the local tastes and preferences (Ebster & Guist, 2005).

Along with the customization of dishes, all of the Indian restaurants offered takeaway services to the patrons, with a choice of home delivery as well as pick up, as highlighted in the menus. Likewise, the menus also showcased if the Indian restaurants had bar facilities for their patrons to enjoy drinks with the Indian cuisine. Additionally, the menu of Restaurant H clearly specified that it provides a BYO (Bring Your Own) service to its customers, which portrays its distinctiveness by adapting the local dining trends (see, Table 2).

Overall, it can be implied that the Indian restaurant menu reflects the authenticity of the restaurant by acting as a marketing agent, customer engagement tool and depicting the variety of popular and unique dishes that each restaurant caters to along with other services. In order to determine the exact influence of the Indian restaurants' menu on the local patrons, it is imperative to carry out further research on the topic so as to identify the customers' perceptions of the attributes of the Indian restaurant menus.

4.3 Servicescape Analysis

The servicescape analysis component of research methodology was performed on the selected 10 restaurants in order to determine the existence of the servicescape dimensions in Indian restaurants in accordance to the servicescape frameworks, as identified in the literature (Bitner, 1992; Tombs & McColl-Kennedy, 2003; Turley & Milliman, 2000). The existing literature states that the term servicescape comprehends a wide range of environmental stimuli. These stimuli are referred to as the attributes of the service environment. A positive correlation of servicescape dimensions is known to influence consumer behaviour, which in turn has a positive impact on customer satisfaction levels and the overall service experience (Hoffman & Turley, 2002). The literature also states that higher quality of servicescape attributes within a service setting triggers customer satisfaction levels and steers the customers to stay for a long period (Arora & Singer, 2006; Reimer & Kuehn, 2005; Wakefield & Blodgett, 1996). Thus, as a component of this research it was imperative to determine whether the Indian restaurants incorporated these servicescape dimensions in order to provide an authentic dining experience to its patrons. It is understood that servicescape dimensions can be classified into two main dimensions: Physical and Intangible elements, besides Socio-servicescape elements (see, Table 1) (Bitner, 1992; Turley & Milliman, 2000; Tombs & McColl-Kennedy, 2003). The findings of this study are hereby stated following the stated classifications.

4.3.1 Physical and Intangible Elements

The physical and intangible elements comprises of external and internal variables followed by store layout and display variables (Bitner, 1992; Turley & Milliman, 2000; Tombs & McColl-Kennedy, 2003). The literature divulges that customers are heavily influenced by the overall authentic cultural experiences encountered in an ethnic restaurant (Ebster & Guist; 2005). If these customers have a favourable impression of the overall ethnic restaurant experience, they are most likely to return to the restaurant (Boyle, 2004; Burton, 2000; Molz, 2004). While carrying out the servicescape analysis it was observed that the Indian restaurant servicescape incorporated a broad range of similar and distinctive physical and intangible elements, which may potentially influence return patronage and customer satisfaction amongst the patrons. Previous studies carried out on servicescapes reveal that positive physical

environment in a service setting influences customer satisfaction levels and buying behaviour of the patrons, which in turn boosts the overall brand image of the service provider (Bitner, 1992; Lam, Chan, Fong & Lo, 2011; Ryu & Jang, 2007; Ryu & Han, 2011; Zeithaml, Parasuraman & Berry, 1985).

4.3.1.1 Exterior Variables

The Indian restaurant servicescape comprised of various exterior variables that possessed the ability to provide distinctive authentic experiences to the customers (See, Table 14). All of the studied restaurants incorporated glass doors and glazed windows that allowed the patrons to catch a glimpse of the interior environment of the restaurant. Besides, the Indian restaurants also provided additional seating arrangement near the entrances (both internally and externally) in order to control additional crowding. Few of the restaurants also deployed additional sun protection tools like umbrellas on the outdoor seating arrangements, which potentially provide patrons an opportunity to enjoy authentic Indian food in the outdoor environment.

The store front of all studied Indian restaurants displayed the names and logos of the restaurant with unique designs that reflect the personality of the restaurant. Specific taglines like “Indian with Attitude,” “Authentic Indian Restaurant”, were visibly portrayed in order to market the restaurants’ distinctiveness to the audience. The store front of all the studied Indian restaurants also displayed the opening and closing hours of the restaurant for the convenience of the customers, along with the required contact numbers for phone-in orders.

The architecture incorporated by the Indian restaurants was dependent upon the brand strength of the restaurant. Six of the ten studied Indian restaurants possessed a modern architectural design. Two Indian restaurants included traditional and fusion elements in their architecture, whereas one restaurant embodied a basic architectural design.

Five of the ten studied restaurants were located in retail hubs that increased their accessibility levels, making them open to a wider audience. Two restaurants were located along side other ethnic eateries whereas, two Indian restaurants were located in commercial hubs. This implies that the Indian restaurant management targets a variety of audience on the basis of its location.

Besides, all the studied Indian restaurants provided parking spaces to its customers along with reservation services. The literature highlights the importance of parking facilities, outlining that customer satisfaction levels in terms of parking and reservations has a strong impact on return patronage (Kivela, Inbakaran & Reece, 1999).

Overall, it can be observed that Indian restaurants in Christchurch embody a broad range of exterior variables in their servicescapes to influence customer satisfaction levels and return patronage.

[Table 14: Exterior Variables in the Indian Restaurant Servicescape]

Exterior Variables	Restaurant A	Restaurant B	Restaurant C	Restaurant D	Restaurant E	Restaurant F	Restaurant G	Restaurant H	Restaurant I
1) Entrance	Glass door entrance with additional seating arrangement	Glass door entrance with additional seating arrangement	Glass door entrance with additional seating arrangement	Glass door entrance with additional seating arrangement	Glass door entrance	Glass door entrance with additional seating arrangement	Glass door entrance with additional seating arrangement	Glass door entrance with additional seating arrangement	Glass door entrance with additional seating arrangement
2) Store Front	i) Displays the restaurant name and logo; bright lights. ii) Displays the opening hours and contact number of the restaurant.	i) Displays the restaurant name and logo; use of chandeliers. ii) Displays the opening hours and contact number of the restaurant.	i) Displays the restaurant name and logo. ii) Displays the opening hours and contact number of the restaurant.	i) Displays the restaurant name and logo. ii) Displays the opening hours and contact number of the restaurant.	i) Displays the restaurant name and logo. ii) Displays the opening hours and contact number of the restaurant.	i) Displays the restaurant name and logo; dim lighting. ii) Displays the opening hours and contact number of the restaurant.	i) Displays the restaurant name and logo. ii) Displays the opening hours and contact number of the restaurant.	i) Displays the restaurant name and logo. ii) Displays the opening hours and contact number of the restaurant.	i) Displays the restaurant name and logo. ii) Displays the opening hours and contact number of the restaurant.
3) Architecture	Modern	Modern + Traditional Indian	Modern	Modern	Modern	Modern + Fusion	Basic	Modern	Modern
4) Windows	Double Glazed windows	Double Glazed windows	N/A	N/ A	Glazed windows on the store front	Double Glazed windows on the store front	Glazed windows	Glazed windows	Glazed windows
5) Location	Retail Hub	Retail Hub	Co-located with other ethnic eateries	Co-located with other ethnic eateries	Commercial Hub	Retail Hub	Commercial Hub	Retail Hub	Retail Hub
6) Parking Spaces	Available	Available	Available	Available	Available	Available	Available	Available	Available

4.3.1.2 Interior Variables

The interior variables include elements such as store lighting, music, aroma, temperature and other components involved in the overall ambience. According to the existing literature, ambient factors such as temperature, music, lighting and scent, are known to trigger sensory responses within the customers, especially when they spend a substantial amount of time in the service environment (Baker et al., 1994; Bitner, 1992; Rosenbaum, 2005). The servicescape analysis component carried out as a part of this study found out that the Indian restaurant servicescape contained various interior elements that tried to deliver an authentic dining experience to the patrons (see, Table 15).

The Indian restaurants included in this study played significantly with the lighting elements of the store. Almost all Indian restaurants used dim lighting to create an overall mellow dining environment during the dinner hours. According to the literature, customers' perception of the quality of a particular service environment and their purchasing intentions are known to be influenced by the type of lighting therein (Ryu & Han, 2011). This reflects the Indian restaurant managements' understanding regarding the positive impacts of store lighting. Besides, previous research also enlists that lighting in a service sector can help the consumers to associate with the environment (Lehrner et al., 2000; Walch et al., 2005). In general, it can be stated that Indian restaurants deploy appropriate store lighting settings in order to create a favourable eating experience.

[Table 15: Interior Variables in Indian Restaurant Servicescape]

Interior Variables:	Restaurant A	Restaurant B	Restaurant C	Restaurant D	Restaurant E	Restaurant F	Restaurant G	Restaurant H	Restaurant I
1) Store Lighting	Yellow lights	Dim yellow lights; uses traditional Indian lanterns with modern lighting	Bright yellow lights	Dim Yellow lights and candles	Dim Yellow lights	Bright lights at the storefront; Dim lights in the dining area	Bright lights	Dim Yellow lights	Dim Yellow lights
2) Flooring & Carpeting	Marble	Marble	Marble	Marble	Marble	Marble	Tiled	Marble	Marble
3) Scents & aromas	Incense sticks + aura of spices due to open kitchen	Incense sticks	Aura of spices due to open kitchen	Mellow	Mellow	Mellow	Aura of spices due to open kitchen	Mellow	Mellow
4) Sounds & Music	Bollywood + Modern	Bollywood + Punjabi	Bollywood	Bollywood	Bollywood	Bollywood	Not present	Bollywood + Modern	Bollywood
5) Cleanliness	Up to hospitality standards	Up to hospitality standards	Up to hospitality standards	Up to hospitality standards	Up to hospitality standards	Up to hospitality standards	Up to hospitality standards	Up to hospitality standards	Up to hospitality standards
6) Use of colours	Multi coloured walls	Multi coloured walls	Yellow and Orange coloured walls	Multi coloured walls	Multi coloured walls	Multi coloured walls	White (Basic)	Multi coloured walls	Multi coloured walls
7) Temperature	Maintains Room temperature	Maintains Room temperature	Maintains Room temperature	Maintains Room temperature	Maintains Room temperature	Maintains Room temperature	Maintains Room temperature	Maintains Room temperature	Maintains Room temperature
8) Symbols & Artifacts	i) Palace on wheels (Indian railway themed).	i) Displays traditional Indian chandeliers; ii) Palace like structure.	N/A	i) Displays multiple traditional Indian pickle jars for décor. ii) Displays Sarees (Indian female ethnicwear) iii) Displays a statue of Nataraj (Indian deity) iv) Use of traditional Indian lanterns.	N/A	i) Displays a statue of Lord Ganesha (Indian deity) and war elephant. ii) Uses traditional Indian lanterns.	N/A	i) Displays a statue of Nataraj (Indian deity); ii) Displays a statue of War elephant near the entrance.	N/A

Nine of the ten studied Indian restaurants used music in the backdrop to provide an authentic dining environment to the patrons. Bollywood music was omnipresent throughout all the restaurants along with modern tracks and regional Indian Punjabi music in some cases (see, Table 15). According to the literature, the background music played in a retail store considerably influences consumer behaviour by increasing the overall time they spend at the store, thereby having a positive effect on store sales (Areni & Kim, 1994; Hul et al., 1997; Yalch & Spangenberg, 1990). Overall, it can be implied that Indian restaurants perceive music as an important element to create an authentic dining environment and to engage its patrons.

With regards to aroma, the Indian restaurants used traditional Indian incense sticks to create an authentic Indian aura throughout the dining environment. Existing studies highly rate aromatic components in a service environment as it can potentially influence the mood, feelings and emotions of customers (Chebat, Morrin & Chebat, 2009). Besides, open kitchens enables a few restaurants to pass the flavourful aromas of the dishes and spices to the dining areas, which may trigger arousal levels amongst its patrons. This runs parallel with the S-O-R Model, which propounds that sensory stimuli like sounds and aromas, can trigger the arousal and pleasure levels of the customers, which enables them to integrate with the environment (Mehrabian & Russell, 1974; Russell & Mehrabian, 1978).

In addition to internal variables like music, lighting and aroma, the Indian restaurants paid significant attention to interior décor, theming and artwork. Colourful painted walls with artwork were ubiquitous in the studied Indian restaurants. Theming was observed in the Indian restaurants with higher brand value. Restaurant A exhibited the “palace on wheels” theme, which intended to deliver the customers a feeling of dining in an Indian train while enjoying the countryside pictures on the wall. Likewise, the interiors of Restaurant B provided the customers an experience of dining in a palace (see, Table 15). All these observations back up the existing literature which propounds that ethnic restaurant operators design unique dining environments by focusing upon authentic atmospherics like decorations, music or interior design in order to create significant entertainment and dining experiences

(Beardsworth & Bryman, 1999; Ebster & Guist, 2005). Besides, the existing studies also postulate that visual elements such as the interior décor, artwork and painted walls enable the customers to evaluate and judge the hospitality sector (Lin, 2004). Thus Indian restaurants in Christchurch use ethnic décor and themes that may have a positive impact on the customers' dining experience.

Three out of the ten studied restaurants used symbols in the form of idols of Indian deities that depicted a strong connection with the traditional Indian roots. This reflects a feeling of “Indianness”, which runs parallel with the existing studies which state that ethnic-themed restaurants make use of ethnic décor, art, music, name, external façade and other servicescape elements to create a peculiar setting that claims to reflect some exotic but perceptible culture (Beardsworth & Bryman, 1999). Such symbols and artifacts assist in communicating the image of the service provider to the customers.

The findings of this section convey that the studied Indian restaurants in Christchurch possessed the required interior variables in order to reflect authenticity in an ethnic servicescape, as identified in the literature (Branco & Salay, 2001; George, 2000; Ware & Rudnick, 1984).

4.3.1.3 Store Layout

The store layout of a service provider is known to influence perceived service quality and consumer behaviour in a service setting (Edwards & Shackley, 1992; Lewis, 1991; Pinto & Leonidas, 1995).

[Table 16: Store Layout in Indian Restaurants]

Store Layout:	Restaurant A	Restaurant B	Restaurant C	Restaurant D	Restaurant E	Restaurant F	Restaurant G	Restaurant H	Restaurant I
1) Space Layout (Alignment of dining facilities and furniture)	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
2) Comfortable seating arrangement and furniture)	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
2) Open Kitchen	Yes	No	Yes	No	No	No	Yes	No	No
3) Bar	Yes	Yes	No	Yes	Yes	Yes	No	Yes	Yes

All the studied Indian restaurants had conventional alignment of furniture and seating arrangements along with the required dining facilities. Cushioned and comfortable seating arrangement was observed throughout the ten Indian restaurants. The existing studies state that customers tend to stay at the same position for longer durations in a service environment, if the furnishings deliver a significant amount of comfort level (Wakefield & Blodgett, 1996). Besides, it in context of restaurants, it has been previously discovered that seating comfort impacts the perceived service quality levels and customer satisfaction, especially in the case of restaurant patrons who need to be seated for longer periods in order to cherish the service (Kaya & Erkip, 1999). Furthermore, three of the ten Indian restaurants utilized open kitchens to add a unique element in their store layout. Besides, majority of the Indian restaurants accommodated bars to provide additional facilities to its patrons. Overall, the studied Indian restaurants incorporated a positive internal layout in its service environment that may potentially uplift the moods and behaviours of customers.

4.3.1.4 Display Variables

Authentic environmental factors such as wall décor and interior design have a vital impact on customer satisfaction in ethnic restaurants (George, 2000). The studied Indian restaurants utilized diverse themes with regards to wall décor. Although, four of the ten studied restaurants deployed modern art work and lighting, 3 other restaurants portrayed Indian themes in their wall décor (see, Table 17). Restaurant B, for instance, had a unique themed “Bollywood Wall” which was covered with posters of most famous Bollywood movies and Indian Cricket players. This indeed is a unique trait with regards to wall décor. Besides, Restaurant A had pictures of Indian countryside, as viewed from the train windows, in order to complement its “Palace on Wheels” theme. Restaurant I, on the other hand, hosted a mini shelf garden on its wall, purely to enhance the overall décor of the restaurant.

[Table 17: Display Variables in Indian Restaurants]

Display Variables:	Restaurant A	Restaurant B	Restaurant C	Restaurant D	Restaurant E	Restaurant F	Restaurant G	Restaurant H	Restaurant I
Wall Décor	Indian countryside images, as viewed during train journeys.	i)Bollywood Wall (Posters of Bollywood movies across the years); ii) Pictures of Taj and the Golden Temple; iii) Pictures depicting ancient India.	Pictures of Taj and Indian monuments on the wall	Modern art work and design	Modern artwork and design	Modern art work and led lights	N/A	Modern Artwork	Shelf garden

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In general terms, the observations of the physical and intangible elements in the Indian restaurant servicescape supplement the fact that service providers construct servicescapes in order to aid the furnishing of service offerings to the consumers (Bitner, 1992; Eze & Harries, 2007).

4.3.2 Socio-servicescape Elements

According to the present literature socio-servicescape variables denote the social interactions between individuals within the servicescape environment (Harris & Eze, 2008). Whilst studying the social-servicescapes elements in the Indian restaurants scenario it was observed that employee uniforms were prevalent across all ten Indian restaurants. The existing studies carried out in the hospitality sector denote that staff members' competence and physical attractiveness impacts the loyalty intentions of the patrons (Nguyen, 2006). Thus, it could be conferred that the role of staff in the Indian restaurants is of utmost significance in influencing customer loyalty. In general, all the employees were friendly and well trained by the management to cater to the needs of their patrons (see, Table 18).

The present literature also highlights the impact of crowding on customer satisfaction. It is observed that customer satisfaction is negatively influenced by perceived crowding (Eroglu & Machleit, 1990). In order to avoid such negative scenarios, most of the Indian restaurants incorporated additional seating arrangements, both internally and externally, to control the crowd levels in their environment.

[Table 18: Socio-servicescape Elements in Indian Restaurants]

Socio-servicescape elements	Restaurant A	Restaurant B	Restaurant C	Restaurant D	Restaurant E	Restaurant F	Restaurant G	Restaurant H	Restaurant I
1) Appearance of employees (uniform)	Present	Present	Present	Present	Present	Present	Present	Present	Present
2) Behaviour of Staff	Trained and friendly	Trained and friendly	Trained and friendly	Trained and friendly	Trained and friendly	Trained and friendly	Trained and friendly	Trained and friendly	Trained and friendly
3) Crowding	Additional Seating available both outside and inside the restaurant	Additional Seating available both outside and inside the restaurant	Additional seating available outside the restaurant	Additional seating available inside the restaurant	Additional seating available outside the restaurant	Additional seating available inside the restaurant	No additional seating available	Additional seating available inside the restaurant	Additional seating available inside the restaurant

Overall, the servicescape analysis highlights the similar and dissimilar servicescape elements possessed by the studied Indian restaurants in Christchurch. Despite possessing dissimilar servicescape elements, from a constructivists' viewpoint all Indian restaurants could be deemed authentic in their own way since they portray different facets of the Indian culture. Thus, the servicescape analysis derives similar results in accordance to Salmone's (1997) study of San Angelo Inns, two Mexican restaurants possessing similar names but different servicescape elements. On the other hand, the servicescape analysis also reveals that the studied Indian restaurants possess elements such as well behaved employees, authentic artifacts, restaurant design along with food. These elements were identified as the right ingredients for success in ethnic restaurants in one of the existing studies (Guinness, 2002).

4.4 Interview Analysis:

This component was carried out in order to supplement the findings of menu and servicescape analysis and to determine the Indian restaurant managers' perceptions of authenticity and related servicescape attributes in the Indian restaurant scenario. The themes are structured in accordance to the questions incorporated in the interviews (Appendix C), thereby reflecting the main elements of Indian cuisine, customers' perceptions of authentic Indian cuisine from a restaurant management perspective, factors influencing menu selection and design, significance of design and layout of the restaurant, followed by managerial perceptions of the importance of distinctive servicescape attributes and role of staff in the Indian restaurant scenario. In order to understand managerial perceptions of the importance of menu design and servicescape attributes along with authenticity of the Indian restaurants in general, it is important to evaluate the themes explored in this chapter

4.4.1 Main Elements of Indian Cuisine

In order to understand managerial perceptions about authentic Indian cuisine, it was imperative to identify the main elements of Indian cuisine.

1) Use of authentic spices and ingredients:

The analysis of interview transcripts highlights the fact that Indian restaurant managers highly regard the use of the use of authentic spices and ingredients in order to deliver authentic food experience to the customers.

“Indian spices are the main elements of Indian cuisine. It is important to grind your own spices. We do not use ready-made spices in our food. Our Chefs know how to grind homemade spices. So the use of homemade spices matters.” - Manager C.

It was also observed that the Indian restaurants believed in using local and homemade ingredients in their cuisine rather than using ready-made ingredients to ease the overall cooking process. This was typically noticed in terms of milk products like cottage cheese (paneer), yoghurt and cream which formed the core components of a majority of the dishes offered by the

Indian restaurants. The use of local and homemade ingredients reflects that the Indian restaurants try their best to confine to the traditional Indian cuisine. According to existing studies the food cooking process and use of local ingredients can be deemed authentic if it confines to the native traditions (Ebster & Guist, 2005). This reflects objective authenticity.

“Obviously, the restaurant service is the most important thing, but at the same time it is also important to use authentic Indian spices in the food. Spices give the required mild and hot flavours to the dishes. We make our own paneer and do not use any frozen products. We make all our basic ingredients here, even the yoghurt. So everything is made from the scratch in our restaurant.” - Manager B.

“The idea is to serve authentic restaurant made food to the customers. We do not buy readymade cheese and other milk products from the stores, everything is homemade. We generally do not prefer buying readymade things from the market and try to deliver the best possible Indian food experience to the customers using natural and homemade ingredients.”- Manager E.

On the other hand, it was observed that the use right amount of ingredients helped in customizing the Indian dishes in order to adapt to the demands of the patrons. Hence, it can be said that ingredients play an important role in mitigating strong flavours of Indian cuisine in order to cater to the preferences and tastes of local customers. This exhibits the importance of ingredients in negotiating authenticity, thereby supporting the constructivist theory of authenticity (Lu & Fine, 1995).

“So basically you have to concentrate more on the ingredients. I know it is not the same 100% authentic Indian food that you get back home in India, we do have alterations, but you need to be clever enough to play around with your moderations. You cannot alter the food a lot, it will turn into a different dish altogether. Moderations should be in a good way, so the use of right amount of ingredients is important.”- Manager A.

Manager A clearly explains the importance of ingredients in customizing the specific dishes, but at the same time, states the significance of using the right proportion of ingredients to maintain the overall balance of flavour in order to deliver an authentic Indian meal to the customers.

2) Popular Indian Dishes:

The analysis of interview transcripts divulges that the main elements of the Indian cuisine are the iconic dishes that are incorporated in the menu. Indian gastronomy is renowned for incorporating spicy and flavourful dishes. This is reflected in the menu analysis carried out as a component of this research (Chapter 4.2.4). Besides, the below stated comments from Manager D highlight the same.

“Indian restaurants, especially in New Zealand, serve common dishes. Basically 80% of the restaurants have Butter Chicken, Chicken Tikka Masala, Chicken Korma, and Mango Chicken. These are the most specific dishes. People around the country know about them.” – Manager D.

The above statement clearly justifies that Indian food is the foremost cultural component that represents Indian identity, thereby becoming one major element of Indian cuisine. This supports the current literature which states that food itself can potentially be a cultural emblem (Edles, 2004). Likewise, the dishes representing Indian cuisine exhibit different flavours and distinctive elements.

“Indian cuisine has a variety of flavourful dishes. Kadai Chicken is spicy in flavour. Then there are dishes like Chicken Bhuna and Chicken Balti, which have different flavours. So there are many flavours in Indian cuisine.” - Manager D.

Manager D clearly specifies the distinctive flavours of Indian dishes by comparing Kadai Chicken, Chicken Bhuna and Chicken Balti, all of which exhibit different flavours of Indian cuisine.

3) Restaurant Chefs:

Previous studies carried out in a reveal the importance of staff members in influencing authenticity in ethnic restaurants (Lu & Fine, 1995). Besides, the significance of restaurant staff has been highly spoken about in the servicescape literature (Tombs & McColl-Kennedy, 2003; Nguyen, 2006). The analysis of interview transcripts reveals another aspect in terms of the significance of restaurant staff, precisely the chefs.

“I think the chefs play a very important role as well because everything relies on them. They cook the food based on customers’ preferences. They are the most important element of Indian cuisine.” - Manager B.

According to the comments from Manager B, Indian restaurant chefs cater to the patrons’ preference of flavours in the dish and deliver the exact product as specified by the patrons, and at the same time maintain the authentic elements of the food. Thus, it is observed that Indian restaurant chefs are one of the major elements of the Indian cuisine.

4.4.2 Authenticity within Indian Restaurants

Many existing studies have explored the definition and role of authenticity within ethnic restaurants (Lego et al., 2002; Molz, 2004; Munoz et al., 2006). Previous studies have also suggested that the authenticity of an ethnic restaurant has a significant influence on customer satisfaction (Ebster & Guist, 2005; Sukalakamala & Boyce, 2007; Roseman, 2006; Wood & Muñoz, 2007). The analysis of interview transcripts deciphers how Indian restaurants exhibit authenticity in their cuisine.

1) Maintaining natural traits of Indian food:

It was observed that the Indian restaurants try their best to maintain the natural elements in the Indian dishes provided to the customers.

“We make sure that the food is as natural as you eat. We provide healthy food in our restaurant. We do not use colours and the food is natural. The same applies to

spices, as we use natural spices in our food. So the food is healthy and tastes good.”- Manager C.

“So everything we use in terms of our ingredients is authentic. The masalas (spices) and everything ingredient that we use is authentic. The food is kept as natural as possible.”- Manager B.

The above statements reveal that Indian restaurants perform genuine efforts to use natural ingredients and spices to preserve the authentic elements in their food. Besides maintaining the authentic elements, they also strive to provide healthy food alternatives to the customers.

On the other hand, it was also observed that use of natural ingredients was imperative to maintain the authentic taste of the particular dish. Moderations in terms of flavour, if not executed in the right manner, can potentially erase the authenticity of the food.

“In our restaurant, a couple of dishes which are supposed to be hot are hot, like Vindaloo. So basically in our restaurant, to some extent, we are taking care of authenticity. Because the dishes require certain important ingredients and if you are not using those ingredients then it will turn out to be a different dish.” – Manager D.

Restaurant Manager E backs the perspective put forward by Manager D, by stating that the food is kept natural without altering its overall flavour by avoiding the use of taste enhancing ingredients like sugar.

“Yes, we always provide authentic Indian cuisine to the customers. We do not use sugar in our food. We keep it completely natural and authentic so that the customers get the actual good taste of the Indian cuisine that we provide here.” - Manager E.

“We provide our customers the same food that we eat at home. We do not use colours or preservatives.”- Manager F.

Besides, the analysis of transcripts also reveals how managers deem it important to provide homemade food to the customers. The above statement from Manager F runs parallel with the present literature which states that ethnic restaurants offer a taste of home to the customers who are from the same ethnic background as the restaurant (Walker, 2008).

From an objectivist perspective, the existing studies propound that an ethnic restaurant cuisine can be deemed objectively authentic if it is prepared by natives using the traditional recipes and is not altered to meet the local tastes and preferences (Ebster & Guist, 2005).

Thus, by maintaining the natural elements in their cuisine and avoiding alterations in their food elements, a few Indian restaurants meet the criteria of objective authenticity.

2) Authenticity is altered to adapt to local customers’ preferences:

The analysis of interview transcripts also reveals a different perspective of authenticity exhibited by Indian restaurants.

“We have to make a bit of moderations in our food. We cannot give local customers the same type of Vindaloo as you get in the Southern part of India because it is supposed to be hot. We have to make some alterations to make it mild or medium. Out of ten customers only two prefer hot food, the other eight customers will go for medium options.”- Manager A.

Manager A’s take on authenticity differs from the results of the previous section. It reflects the idea that authenticity in terms of the food provided is altered to a certain extent in order to adapt to the taste of the local customers. While the previous section highlighted how essential it is to maintain the natural spice levels in hot dishes like Vindaloo, the current section reveals the exact opposite notion. This goes against the objectivist rationale observed in the previous section and delivers the idea that the authentic elements in Indian food are moderated by a few restaurants in order to adapt to the taste of the local patrons (Ebster & Guist, 2005).

4.4.3 Customer Perceptions of Authenticity with regards to Indian Cuisine

The existing studies highly rate perceived authenticity as an important factor that is frequently linked with ethnic restaurants, in context of the food provided (Ebster & Guist, 2005; Wang & Mattila, 2015). The managerial views on what customers regard as authentic Indian cuisine reveal that local patrons in Christchurch perceive authenticity of the Indian food through their emotional experiences, familiarity with popular Indian dishes and in order to supplement their cultural knowledge.

1) Emotional experiences:

The analysis of interview transcripts divulged that the local patrons perceived authenticity of the Indian cuisine through their emotional experiences with the food provided by the restaurants.

“Everyone has in their mind that the food provided is authentic. It depends on customers mind what they prefer. Some just consider it authentic even if they do not like the taste. Butter Chicken in India is usually not sweet, but in New Zealand people like it sweet. Hence, Indian restaurants in New Zealand make butter chicken sweet as per the customers’ preferences. It improves the business. It all depends on the customers’ choice.”- Manager C.

The comments from Manager C provide a general overview of how the local patrons in Christchurch perceive the authenticity of the food provided through their emotional experiences and personal preference of the overall taste of the food. Likewise, the views of Manager A highlight a similar perspective. The views clearly highlight that local customers do not judge the authenticity of Indian food based on the genuine facets of the cuisine but rather consider their emotional experiences and preferences associated with the food.

“I sometimes get comments from customers saying that our Butter Chicken is not good. This is because they are used to the Butter Chicken available in supermarkets and malls which are full of sugar. It is full of colours and full of sugar. It is sweet and they like it that way. So they usually say our Butter Chicken is not sweet. We do not use sugar in our food. It's mild because we use cream. But then, you have to satisfy them with your food depending on their demands.” - Manager A.

In simple terms, the local patrons in Christchurch do not judge authenticity of Indian cuisine solely on the basis of objective criteria and instead consider their emotional experiences. According to the existing studies the consumers of ethnic restaurants will regard their experience to be authentic if what they view, what they consume and how they feel are synchronous with their desired emotions (Ebster & Guist, 2005). This exhibits the post modern traits of the Christchurch patrons while perceiving the authenticity of Indian cuisine.

2) Familiarity with Indian food:

On the other hand, the investigation of the transcripts also divulges that the patrons of Indian restaurants perceive authenticity of the Indian cuisine based on their previous knowledge and encounters with Indian cuisine.

“Honestly very few customers look forward to try something different, but around 75-80% of customers stick to the framed dishes. Customers only prefer the dishes that they know. Not only in New Zealand, but if we travel in any part of the world we will see standard dishes like Butter Chicken and Tikka Masala. You might know that Chicken Tikka Masala is UK's most selling dish, just like their national food. Even in India these are the most selling dishes. Overall, these are the standard ‘most selling’ dishes.”- Manager D.

Manager D clearly specifies that the patrons in his restaurant usually stick to the “most selling” and popular dishes they are familiar with and rarely experiment with different varieties. Customers are quite accustomed with iconic global Indian dishes like Butter Chicken and

Chicken Tikka Masala and tend to order the same dishes in most of their dining experiences. Besides, Manager B states how the patrons in Christchurch tend to relive their previous encounters with authentic Indian cuisine by experiencing iconic dishes they are familiar with.

“So our customers have been to India and they have tried the real Indian dishes and they come over here to experience the same authentic dishes like Butter Chicken.” – Manager B.

“We have more Indian customers visiting our restaurant to try our regional dishes. It will take time to attract the local customers.”- Manager F.

Manager F runs a restaurant catering towards the regional dishes of India. Although, his views clearly do not reflect the patrons’ perceptions of authenticity, it may be interpreted that the local customers in Christchurch are hesitant to try out Indian dishes they are not familiar with.

In one of the existing studies carried out to observe the dining out practices in the United Kingdom, it was found out that when Britons dine at ethnic restaurants, approximately half of them order familiar food or dishes that they have previously eaten at home (Warde & Martens, 2000). Although, the above mentioned managerial perceptions reveal similar traits in terms of Christchurch customers, there arises a requirement to carry out similar studies from the customers’ perspective in order to identify their dine out practices in an ethnic restaurant context. Overall, the managerial perceptions garnered in this section reveal that the local patrons in Christchurch perceive authenticity of the Indian cuisine in accordance with their previous experiences with Indian food.

3) Cultural knowledge:

The analysis of interview transcripts also underlines the fact that the local patrons in Christchurch pursue authenticity of Indian cuisine in order to enhance their cultural knowhow with regards to Indian cooking. The findings complement the available literature which recognizes that customers also pursue authenticity in order to supplement their cultural

knowledge by experiencing ethnic foods (Ebster & Guist, 2005; Lego et al., 2002; Molz, 2004; Sukalakamala & Boyce, 2007).

“Everyone knows Butter Chicken is an Indian dish. The customers come here to experience how exactly the butter chicken tastes in the proper Indian style. When the customers visit our restaurant to experience Indian food they want to know what kind of food the Indians eat. They also want to know how the Indians perceive the dishes provided here. They try to have a first-hand experience about what they already know or have heard about Indian food.” – Manager E.

The comments of Manager E clearly signify the keenness of local patrons to try Indian food in order to supplement their understanding of Indian food and cooking habits.

4.4.4 Menu Selection

The current investigation of interview transcripts highlighted various factors that influenced the selection of dishes in the Indian restaurant menu.

1) Standard Selection of Basic and Popular Indian Dishes:

The analysis of the interview transcripts unveil that Indian restaurants incorporate a standard selection of popular dishes in their menus. This supplements the facets observed in the menu analysis of the Indian restaurants (see, Chapter 4.2.4). Besides, it is further noticed that the restaurants also offer their own variety of special dishes to supplement the popular dishes in the menu.

“Basically, there is a standard selection for everyone. First you have to see the most popular dishes. Then in terms food there should be variety. Few of the dishes should be mild, few should be medium and few should be hot. Popularity of the dishes is very important. You have to stick to the basics.” - Manager D.

“If you are opening up a new restaurant, you always want to be on the safer side. So you try to stick with the basic dishes that are already working well in the

market. If you select 15 dishes, you will end up including 10 dishes from the same dishes that are popular in the market. You might change their names in order to bring in customers, but you will basically end up serving the same dish.” – Manager A.

Manager D states how the menus of Indian restaurants are usually standardized in terms of the dishes catered by each restaurant. It is understood that Indian restaurant menu includes a blend of popular dishes with limited variety in order to provide multiple Indian flavours to the patrons. On the other hand, Manager A supports a similar claim by stating that the selection of dishes on the menu is highly dependent on the popularity of the dish. Besides, his comments also suggest that the names of these popular dishes can be potentially altered in order to attract more customers.

Thus, the investigation of the transcripts highlight that the Indian restaurant menus include a standard selection of “iconic” dishes from the culinary repertoire of India. Moreover, when enquired about the reason for emphasizing more on the popular dishes on the menu, it was discovered that the selection of dishes on the menu was highly patron oriented and played a crucial role in improving the business aspects of the Indian restaurants.

“In any Indian restaurant, customers will look to try Butter Chicken or Chicken Tikka Masala. 80-90% of the time our customers try the same dish.” - Manager D.

“Since you are investing a huge amount of money in the business, you have to consider the risk factors involved. You do not want to include the dishes that local patrons have never heard about. Hence, you need to stick to the same dishes. If you put new dishes people will come to try that dish, but that might happen just once. They might end up not liking that dish, so you will lose your business. So hence, you have to stick with a majority of basic Indian dishes and experiment with 3 or 4 new dishes. You have to try your best to up sell the new dishes and build up on your confidence. That is how you end up with more dishes on the menu.”- Manager A.

The views of Manager D justify the selection of popular dishes on the Indian restaurant menu. It is noticed that the local patrons in Christchurch order familiar dishes like Butter Chicken and Chicken Tikka Masala during 80-90% of their dining encounters in the Indian restaurants. It supplements the previous findings observed in this section, reflecting that customers perceive authenticity of the Indian cuisine through their familiarity with specific Indian dishes (see, chapter 4.4.3). Moreover, the comments from Manager A reveal that from a business aspect, selection of the popular dishes minimizes the overall risk component involved in running the restaurant. Popular dishes guarantee a continuous flow of customers. It is also understood that the profitability generated by new dishes is entirely dependent upon the customers' judgment of the dish. Thus, from the current analysis it can be concluded that Indian restaurants incorporate a standard selection of dishes in their menu, along with minimum addition of other varieties, in order to ensure a risk free business environment. Although the existing studies pinpoint that the ethnic restaurants' menu is a "simplified register" of selected popular and iconic dishes (Ferguson, 1981), the findings of the current section explains the purpose behind the observed act.

2) Flavour and Variety:

Although limited, Indian restaurants in Christchurch incorporate a variety of flavourful dishes in their menus. The menu analysis findings depict how Indian restaurants offer a selection of unique and flavourful dishes through by means of customization, incorporating special dishes of their own or offering additional meat options in selected curry bases (see, chapter 4.2.4). The analysis of interview transcripts reveals similar facets of the Indian restaurant menu from a managerial perspective.

"We have got a lot of variety in our menu. We do all kinds of meat, except beef and give our customers the choice of trying out different meat curries with the same flavour. We have got Butter Chicken and we also offer Butter Prawns. We make it accordingly so that people can have the options of enjoying the same flavour with a different meat. So it is indeed a big menu. We provide lots of starters and platters as well. We also have banquets that can feed a lot of people. Customers who do not know much about Indian food can just order banquet and

we serve them very nice flavours of curries and very nice selected starters from our menu.” – Manager B.

“We just take care of all aspects while selecting the dishes in our menu. We have tried our best to make our menu diverse and offer customers with a good variety in food selection. We wanted to give enough importance to the vegetarian Indian dishes and our menu also offers a wide range of selection in terms of vegetarian dishes in both the starters and mains.” – Manager E.

Although authenticity is an important component of the ethnic restaurants’ cuisine, it has been observed that the patrons of ethnic restaurants are highly influenced by the flavour of the cuisine (Sukalakamala & Boyce, 2007). The comments from Manager B reflect how additional meat choices are offered to the local patrons in order to cherish their favourite Indian dishes with their choice of meat. For instance, the popular Indian dish of Butter Chicken is modified into Butter Prawns to offer the local customers a taste of seafood with their favourite curry base. A variety of entrées and mains offer more flavours to the Indian restaurant patrons. Besides, the addition of banquet options in the menu offer customers the opportunity to order a huge platter of selected starters and mains (see, Table 2). Manager B highlights the importance of banquet menu in influencing customers’ knowledge of Indian food by stating that customers and adventurous diners who wish to experiment with Indian cuisine can order banquet dishes and expand their taste buds by trying out selected items and cherish an overall three course Indian meal experience. The views of Manager E divulge how their restaurant emphasized on offering variety in terms of unique vegetarian dishes in their menu to broaden the food selection criteria for the patrons.

3) Colours of the Dishes:

Along with flavour and variety, the analysis of the interview transcripts uncovered that the colours of Indian dishes had a major influence in the menu selection of Indian restaurants. Along with added variety in terms of flavours, the colours of the Indian dishes provide an additional depth to the Indian restaurant menu by offering customers the choice of a colourful platter, boosting the overall attractiveness of the cuisine.

“The colours of the dishes are an important part of menu selection. Butter Chicken is orange in colour, Rogan Josh is creamy and whitish in colour and Mango Chicken, again, is orange in colour. Saagwala offers a different flavour and colour as well. So the colour (of the dishes) has an important role in our menu selection.” – Manager D.

Explaining the significance of colours of the dishes in the menu, Manager D explains that the dishes Butter Chicken and Mango Chicken reflect an orange tint due to the use of tomato base in the curry, whereas Rogan Josh has a whitish texture due to the use of cream. Similarly, Saagwala uses a spinach curry base which gives the curry a green richness. This offers the local patrons a choice to try out different flavourful and colourful Indian dishes.

5) Customer Feedback:

The analysis of the interviews transcripts reveal that customer feedback plays an important role in the menu selection of Indian restaurants, especially when fusion and special dishes are considered. It reflects the idea that selection of fusion dishes is highly dependent upon the customer feedback of the dish. These fusion and new experimental dishes cement their place in the restaurant menu if they rightly impress the local patrons.

“One of our chefs recommended us to add a new dish named Samosa Chaat. We thought of trying the dish and served it to our customers for customer feedback. We found that the customers’ feedback was good and just added it (the dish) on our menu. Costing is also important. So in terms of menu planning, first comes customer review, then the costing of the dish and after that you can add it on the menu.” – Manager C.

The comments from Manager C expresses the fact that the selection of the fusion dish Samosa Chaat (crushed Samosas with a tangy curd sauce) on their menu was dependent upon the customer feedback received for the dish. Besides, the manager also communicates the importance of costing with regards to the menu planning of the restaurant.

6) Regional Elements:

The menu analysis component of this study revealed that the menus of Indian restaurants duly convey the type of the cuisine provided in the restaurant such as, North and South Indian dishes or a generalized Indian cuisine (see, chapter 4.2.2). The analysis of the interview transcripts support the menu analysis findings, as it is observed that the menu selection of a few Indian restaurants is based upon the Indian region that the restaurant represents.

“The owner of the restaurant is from the northern part of India. So 70% of our menu includes North Indian cuisine. We have North Indian dishes like Butter Chicken, Chicken Tikka Masala, Kadai Chicken and Chicken Jalfrezi. The selection of the dishes depends on the origin of person running the restaurant and his expertise. India has a big regional diversity in terms of dishes. You do not want to experience any blunders while carrying out any experiments with other side of Indian cuisine where you have never been before.”- Manager A.

Manager A represents a restaurant catering to North Indian dishes. He explains how the restaurant menu includes 70% of North Indian dishes since the director of the restaurant belongs to the northern region of India. The expertise of the restaurant owner is observed to be a crucial element with regards to the menu selection of a particular Indian restaurant. Besides, the manager also states that due to the huge diversity of Indian cuisine it is risky to include other unfamiliar Indian regional dishes that do not fall under the owner’s expertise. Manager F runs a South Indian restaurant and states how the distinctive dishes in his restaurant menu were highly influenced by the South Indian region, with the only exception being Butter Chicken.

“The unique dishes in our restaurant menu are from the South Indian region. Everyone agrees to it. The only basic curry in our menu is Butter Chicken.” – Manager F.

4.4.5 Menu Design

The present study sought to identify if the elements of menu design deployed by the Indian restaurants were traditional or westernized in order to cater to the local patrons. While carrying out the analysis of the interview transcripts, two facets of Indian menu design were identified.

1) Blend of Traditional and Western Elements:

While performing the analysis of the interview transcripts, it was observed that most of the Indian restaurants included a blend of traditional and westernized elements in order to cater to both Indian and local patrons in Christchurch. The activity was found to be vital as it enable the Indian origin patrons to cherish the original flavours of their home country and allowed the local patrons to enjoy Indian food adapted to their preferences due to the mitigation of flavours and customization of dishes.

“Our menu design is both traditional and westernized. As Indian customers are accustomed to Indian food, they know the actual taste of it. We know that the Indian customers require typical Indian food and if we give the same food to these customers in a western style, they will have an opinion that our food is different than the traditional Indian dishes.”- Manager C.

“As I have previously stated, our menu includes popular Indian dishes, and in our restaurant we try to make the food as authentic as possible. I would not say 100% authentic because when you travel to different parts of India, you will get a different taste of the food. In Punjab, the taste of a particular dish will be different when compared to the other states. But we try our best to maintain the authenticity. We also have to cater to the local customers. We offer customization in few dishes for the local customers. We do not alter traditional Indian dishes like Rogan Josh, Vindaloo or Korma. We try to maintain the authenticity. But we do alter a few dishes like Butter Chicken and Chicken Tikka Masala for the local customers.” – Manager D.

The comments from Manager C explain how the traditional elements in the restaurant menu design cater to the Indian origin audiences by providing them with the choice of enjoying typical Indian food, just as the way they want it to be. This is vital because the Indian origin patrons may dislike mitigated Indian dishes as it goes against the food they have at home and may have implications in their overall dining experience. Similarly, the Indian restaurant menu includes a few traditional dishes whose flavours cannot be mitigated as it impacts their overall authentic taste. Customization or moderations of flavours were observed to be carried out only on the popular dishes like Butter Chicken and Chicken Tikka Masala, which are observed to be popular amongst the local patrons in Christchurch, as stated in the previous sections. The views of Managers B, D and E reflect the idea that the Indian restaurants try their best to maintain the traditional elements of a few dishes like Vindaloo and Rogan Josh, but at the same time offer westernized versions of Butter Chicken or Chicken Tikka Masala to the local patrons. The present literature postulates that ethnic restaurants carry out negotiated commodification in order to blend ethnic cuisines to the mainstream audience whilst retaining certain authentic features (Chhabra et al., 2013). The findings in this section support the existing literature. By incorporating traditional elements in their menu design, Indian restaurants retain the original traditional cooking methods of Indian cuisine. On the other hand, Indian restaurants also incorporate westernized elements in their dishes in order to adapt India cuisine to the local audience.

“Our menu design includes a mixture of both traditional and western elements. Because a few dishes are very traditional, but as I said earlier they are modernized to suit the taste of the people here. Our Butter Chicken is not traditional, it is actually creamier. But some of our curries like Vindaloo and Madras are not altered. Vindaloo is supposed to be spicy. These are the traditional dishes which we cannot amend. But then Butter Chicken is a curry that everyone can make in so many different ways. People make it themselves at their places.”- Manager B.

“Our director has designed the menu as He is in the business for about 15 years now. We operate as a franchise and all our franchises have the same menu. We stick to our traditional Indian cuisine. Of course the local customers here have the choice to modify the style and spiciness of the dishes.” – Manager E.

Besides, it is also noticed that the westernization component of the Indian restaurant menu design assists the restaurant from a business aspect as their clientele comprises of a good number of local patrons. Customization of dishes is the only element that reflects westernization in the Indian menu.

“It is still pretty much traditional. 80% of our menu is traditional and about 20% modern to fit the local market and to run the show. In terms of alterations, you can change the level of spiciness here, but in India you cannot alter your food, it is supposed to be same. If the dish is supposed to be hot, you get hot food.” - Manager A.

The comments from Manager A depict how the western elements in the restaurant menu are incorporated to fit the Indian cuisine to the mainstream audience. Additionally, his comments also highlight that alterations are only carried out only by the ethnic restaurant in the immigrant countries, whereas there is no scope of modification of dishes in the local dining outlets of the home country that the ethnic restaurants represent. Likewise, the findings of this section also reveal why Indian restaurants carry out customization of dishes as observed the menu analysis section (see, chapter 4.2.5).

2) Traditional Elements:

Besides it was also observed that a few Indian restaurants strictly incorporated traditional elements in their menu design with limited or no westernization of traditional components. The idea was to strictly deliver home-made regional dishes to the patrons.

“The main idea is to present what we cook at home and not customizing the dishes. Our dishes are unique and most of the Indian restaurants do not offer these dishes. Our restaurant also incorporates typical South Indian dishes in our menu. All our curries are different.” - Manager F.

Manager F clearly states that his restaurant menu design strictly incorporates traditional elements, which marks its overall distinctiveness and separates his restaurant from the overall conventional Indian restaurants in Christchurch. Although his views do not reflect how local customers perceive traditional elements in the Indian menu design, there arises a requirement to carry out further research on how patrons perceive the traditional menu design elements of ethnic restaurants.

4.4.6 Description of Items in the Menu

The findings of the menu analysis highlight that the description of the dishes in the Indian restaurant menu assists in conveying the flavour of the respective dishes to the local patrons (see, Chapter 4.2.4). Additionally, the existing studies portray that the flavour of the cuisine equally plays a significant role for the patrons when compared to the authenticity of the restaurant (Sukalakamala & Boyce, 2007). The analysis of the interview transcripts supplement the findings derived in the menu analysis component of this research project.

1) Conveys the Ingredients and Flavour of the Dishes:

The analysis of the interview transcripts highlights that the description of items in the Indian restaurant menu helps in conveying the authentic elements of Indian cuisine to the Christchurch patrons. All the participants clearly specified that the description of the items assists in communicating unfamiliar Indian ingredients and spices to the local customers, besides describing the overall flavour of the dishes. The description of the items also enables customers with the choice of avoiding a few ingredients they dislike or are allergic to.

“The description of items is important because our customers will know what ingredients we use in the dish. Ingredients like coriander, ginger, garlic, poppy seeds, turmeric and tomatoes are mentioned, wherever applicable. Depending upon the customers’ liking they have a choice of altering the ingredients.” – Manager C.

“The description of items in our menu helps us to answer a lot of questions that the customers have for us. Butter Chicken is described as a dish that is cooked with a touch of fenugreek. We cannot describe the flavours of certain ingredients and herbs used in the dishes. The customers can only know about the flavour of these ingredients when they taste our food. So, yes, the description of items in our menu is very helpful, especially in the case of local customers because they usually do not know about the Indian herbs and spices that we use in our food.” – Manager B.

The comments from Managers B and D suggest that a complete description of all the items involved in the dishes is not feasible, but a brief description helps in projecting the overall flavour of the dishes to the customers. Thus enables the local patrons to have an overall idea about certain dishes that they are not familiar with.

“Yes, the description of items is very important. It is not possible to add up everything. Customers can get a hint about the ingredients. We cannot describe the amount of each spice that goes in the food. We just mention the use of ingredients like fenugreek, cinnamon or bay leaf. So the description includes a basic definition of the ingredients used in the dish. Like a few of our dishes include authentic flavours of fenugreek or coriander. So by the basic definition the customers can understand what the dish is about.” – Manager D.

“We have listed all the ingredients used in our dishes. For example, Palak Paneer is clearly described in English as Indian cottage cheese cooked in a traditional Indian spinach sauce. If we had just mentioned Palak Paneer on the menu, our customers would not have an idea about the dish. Our menu has a variety of dishes and we describe all the local ingredients that we use in our dishes.” – Manager E.

Indian restaurant menu consists of a variety of traditionally named Indian dishes, which the local patrons are totally unfamiliar with. The comments of Manager E highlight how one such traditional Indian dish, Palak Paneer, is rightly described as Indian cottage cheese simmered in a spinach sauce. This enables the local customers to judge the overall flavour of a foreign dish and may potentially motivate them to try out a new dish in the Indian restaurant. Manager A explains how the description of the items on the menu assists in creating an imaginary perception of the overall dish in the customers’ mind, which may have an impact on their choice of the particular dish.

“Yes, the description of items helps in conveying the authentic elements of our cuisine. For example, if I am going to an Italian restaurant and I have not heard about a few dishes they serve, I will read the ingredients and the description of the dish. I will pick some of the words and try to create a picture in my mind about the dish.” – Manager A.

2) Describes the Cooking Process of the Dish:

The investigation of the interview transcripts also reveals how the description of the items in the Indian restaurant menu conveys the authentic elements in Indian cuisine by providing a brief description of the overall cooking process.

“The description of items in our menu also conveys a basic idea regarding the cooking process of our curries. For example, some descriptions state that the curry has a base of crushed tomatoes, ginger and garlic, onion, along with meat, herbs and spices. We also mention that all these ingredients are simmered together. That's how we cook our curries and we have described it accordingly.” – Manager B.

The comments from Manager B state how the restaurant menu provides a slight hint of the overall cooking process, right from the use of authentic Indian ingredients to the brief recipe of the dish.

4.4.7 Indian Restaurant Servicescapes

Existing studies carried out on servicescapes reveal that positive physical environment in a service setting influences customer satisfaction levels and buying behaviour of the patrons, which in turn boosts the overall brand image of the service provider (Bitner, 1992; Lam et al., 2011; Ryu & Jang, 2007; Ryu & Han, 2011; Zeithaml et al., 1985). According to Bitner (1992), the environmental stimuli in a service setting cover three dimensions: ambient conditions, space/function layout and symbols, signs and artifacts. These three dimensions embody various elements of the servicescape such as music, ambience, store layout, furniture, style, signage and temperature. The servicescape analysis component of this project disclosed that the Indian restaurant servicescape comprises of both physical and socio-servicescape elements such as symbols and artifacts, themed restaurant design and well behaved employees. The current section reveals the managerial perceptions of the relevance and importance of Indian restaurant servicescape in Christchurch.

1) Restaurant Layout:

The previous servicescape analysis component of this research highlights how all the studied Indian restaurants incorporated proper alignment of dining facilities in order to deliver a satisfying dining experience to the patrons (see, Table 16). The analysis of the interview transcripts further reveals the significance of restaurant layout in the studied Indian restaurants. The managerial perceptions regarding the restaurant layout states how proper alignment of

dining facilities and layout enables the patrons to enjoy their food experience. The distinctiveness of the restaurant layout is reflected through the different elements and authentic markers incorporated by the restaurants. These elements (for instance, open kitchen facilities) offer a platform to the patrons for connecting with the Indian culture through the means of dining encounters in the restaurant. It has been previously pointed out that ethnic restaurant patrons pursue an “othered” (unique) conventional food learning encounter and tend to connect with the other culture by means of authentic markers (Negra, 2002). These “othered” encounters at ethnic-themed restaurants are known to foster relationships with the objective authentic attributes of the other culture and personal meanings (Chhabra et al., 2013).

“Our restaurant has an open kitchen. We use charcoal tandoor to cook some of our dishes. Customers like to see the how our tandoor works. It attracts lots of customers. They like to eat and see how the food is cooked in our kitchen. They also enjoy watching our chefs preparing the Naan bread. Customers also interact with our chefs and get to know about the food preparation methods. They also try to cook the same dishes at their homes. Because of the open kitchen our customers do not get bored while eating their food.” – Manager C.

Manager C describes the significance of having an open kitchen in his restaurant. The open kitchen enables the customers to view traditional Indian cooking equipments and the unique food cooking methods, which enhances their overall dining experience. Besides, the local patrons also use this opportunity to gather more knowledge about the food cooking methods and use of ingredients. A few adventurous diners try to replicate the recipes in their respective homes by observing the authentic recipes prepared by the chefs in the restaurant. This supports the present studies which indicate that the primary motive for consumers to visit and dine in ethnic restaurants is to acquire inter-cultural learning opportunities (Tsai & Lu, 2012).

“The seating arrangement of the restaurant is important. The design and comfort of the chairs attracts the customers. You have to set up your tables well and make sure that they are always clean and tidy.” – Manager B.

Manager B further elaborates the magnitude of restaurant layout by highlighting the importance of seating arrangements in the restaurant. Additionally, the design, comfort and cleanliness of restaurant furnishings are marked as features that attract the restaurant patrons. The present literature pin points the significance of a well implement service layout, as it has been observed that customers tend to stay at the same position for longer durations if the furnishings deliver a significant amount of comfort level (Wakefield & Blodgett, 1996). Thus, a positive internal layout in the Indian restaurant environment can potentially uplift the moods and behaviours of customers. Likewise, seating comfort impacts the perceived service quality levels and customer satisfaction, especially in the case of restaurant patrons who need to be seated for longer periods in order to cherish the service (Kaya & Erkip, 1999). The findings of the current section depict the relevance of a well established internal layout in the Indian restaurants in Christchurch.

2) Restaurant Design:

The studied Indian restaurants utilized a wide range of interior and wall décor variables in order to present a distinctive dining atmosphere to the patrons (see, Tables 15 & 17). The analysis of interview transcripts highlights the managerial views regarding the use of such elements to exhibit the “Indianness” in their restaurant.

The use of Indian symbols and artifacts was found to be a key facet involved in the interior décor. Besides, background lighting and Bollywood music imbibed a sense of Indian distinctiveness in the restaurant atmosphere. The significance of coloured walls and pictures representing famous Indian monuments and mausoleums enabled the patrons to connect with the Indian culture portrayed by the restaurants. Ethnic restaurants are spaces wherein customers spend a considerable amount of time to cherish their overall dining experience. Existing studies convey that ambient factors such as music, lighting and scent, are known to trigger sensory responses within the customers, especially when they spend a substantial amount of time in the service environment (Baker et al., 1994; Bitner, 1992; Rosenbaum, 2005). The impact of the use of ethnic interior variables on the local patrons in Christchurch can be noticed through the views of managers C and D.

“We have worked a lot on making our décor distinctive. We use sarees for decoration and we also have a Nataraj Idol. We use candles in the evening to create a cozy dining experience. We also play Bollywood music. All these factors add a bit of Indian distinctiveness to our restaurant. Our customers love the design of our restaurant.” – Manager D.

“The design of the restaurant makes a difference. We have framed a picture of Taj Mahal on our wall. It matters because India is a tourist country and everyone knows about Taj Mahal. People like colours. Colours give a fancy look to our restaurant. The design of the chairs attracts the customers as well.” – Manager C.

Manager D specifies how the use of ethnic Indian female attire (sarees), Nataraj Idol (Indian deity) and a backdrop of Bollywood music creates a distinctive aura in his restaurant. A positive customer feedback received for the overall restaurant design reflects the significance of ethnic interior variables used in his restaurant. This signifies how authentic markers such as décor, artwork and music along with stereotyped cultural symbols are used by Indian restaurants to create a unique servicescape setting in order to cater to the perceptions of its patrons. Additionally, Manager C states that framing a picture of the Indian mausoleum Taj Mahal adds a cultural depth to the wall décor of his restaurant, as a lot of customers have heard about or have visited the Taj Mahal. The importance of colourful walls in attracting customers and uplifting the environment of the restaurant was also duly expressed. Overall, the well decorated elements utilized in the design of Indian restaurant servicescape have a positive impact on the customer satisfaction levels.

On the other hand, the analysis of transcripts also revealed that small and newly set up Indian restaurants focused more on delivering optimum authentic food to their customers and focused less on the servicescape aspect of the restaurant. These Indian restaurants utilized basic servicescape elements in their itinerary and catered more in retaining the food quality of their diverse menu offerings.

“The design of the restaurant matters when once in a while eaters are considered. It does not matter in the case of regular customers. Our restaurant has a basic and simple design, but it is one of the top rated Indian restaurants. It is a very small restaurant with a seating space for around 25 people. We have a very good menu and we are highly rated.” – Manager F.

The opinion of Manager F reflects how servicescape elements have an influence on one time customers, whereas it is the food quality that matters to the regular customers of his restaurant. Irrespective of possessing basic servicescape elements, the restaurant was one of the highly rated Indian restaurants in Christchurch based on the menu offerings and food quality aspects. Besides, it was also observed that the brand strength of the franchise influences the servicescape elements of the restaurant. Manager E states how his restaurant brand is one of the oldest and famous Indian restaurant chains in New Zealand. Since people already know about the good reputation of the brand, the restaurant purely focuses on the food quality aspect of the menu offerings. Although his restaurant concentrates more on food quality and possesses basic design elements, Manager E clearly acknowledges the significance of design and décor in a restaurant servicescape.

“Our design is simple. The director of the franchise takes care of the designing part of the restaurant. I think people already know about us since we are in the market for around 15 years and have a good reputation. People know about our restaurant and the quality of food we provide here. Since we are already well established in the market we focus more on the food quality we provide here (in the restaurant) rather than the ambience. Of course, the design and decor of the restaurant is important, but we focus more on the food (quality) aspect.” – Manager E.

3) Theming:

The present literature indicates that ethnic-themed restaurants make use of ethnic décor, art, music, name, external façade and other servicescape elements to create a peculiar setting that claims to reflect some exotic but perceptible culture (Beardsworth & Bryman, 1999). The findings of this section support the existing studies as it was found that a few Indian restaurants deployed unique themes reflecting the “Indianness” of the restaurant by incorporating visual elements, traditional and modern Indian décor features along with art and paintings. The managerial perceptions reveal that theming is an essential component of the Indian restaurant servicescape as it enables the patrons to experience and connect with the Indian culture.

“I would say that the owner of the restaurant had a very good reception in his mind to give the feel of India to our customers. That is why the restaurant has a palace like design. We have a ‘Bollywood Wall’ in our restaurant which has a lot of Bollywood posters. In India the two most influencing things are cricket and Bollywood, which cover a lot of Indian regions. Our customers like it since we give them an Indian feel. During the waiting time, the customers can actually look around and enjoy the pictures on the wall. We also have pictures from ancient India on our wall. All these features help a lot in order to relate to the Indian culture and traditions. So we tried our best to give this restaurant a traditional and fusion look.” – Manager B.

Manager B explains how it was the restaurant owner’s idea to give the patrons a distinctive feel of Indian culture. Describing the importance of having a “Bollywood Wall”, the manager elaborates how the Bollywood posters represent movies from the different parts of India and gives the customers a unique sense of “Indianness” in the restaurant. Also the pictures from ancient Indian times may assist the customers to connect with the Indian culture during the waiting time and while having their food. This runs parallel with the existing literature which states that ethnic-themed restaurants are considered as hubs to interact and connect with a different culture (Barbas, 2003; Molz, 2004; Tian, 2001). Besides, the manager clearly highlights the patrons’ positive response to the overall theme of the restaurant.

“We have an interior designer and architecture assigned by our franchisor for theming purposes. If we have any additional ideas in our mind, we can consult the designer and the franchisor accordingly. They execute the plan if they are happy with the idea. The theme of this restaurant is of an Indian railway carriage. It was the franchisor’s idea to give the restaurant a palace on wheels kind of a feel. The pictures on our wall represent views that you usually spot from trains while travelling around the Indian countryside very distinct. You want to show people what they already know about India, but at the same time you need to show them some different aspects. We tried to give our customers a feel of dining in an Indian train while enjoying the views of the pictures on our wall. Our customers enjoy the theme. Food quality is the most important element, but it is a plus point if you have a good interior décor. Some restaurants do not have any themes. It depends on the funds and the owner. If you have the money you can make your restaurant look like Taj Mahal.” – Manager A.

Similarly, Manager A states how the “Palace on Wheels” theme provides customers the experience of dining in an Indian railway carriage whilst enjoying the countryside images on the wall of the restaurant. The overall idea was to portray a distinctive aspect of India that the customers were unfamiliar with. Although, the manager rates food quality higher than the décor elements, He acknowledges the significance of interior décor elements in the restaurant servicescape. Additionally, the customers’ positive perception of restaurants’ current theme indicates how the patrons in Christchurch are highly influenced by the theme and décor of Indian restaurants. It is also observed that not all Indian restaurants incorporate themes as a part of their servicescape. Based on the managerial perceptions, the financial strength of the restaurant brand can be assumed to have an impact on the involvement of thematic components in the restaurant servicescape.

4) Role of Staff:

While investigating the transcripts it was observed that all the respective managers highly rated the significance of staff members in generating customer satisfaction. Restaurant staff member's friendliness and behaviour, knowledge of Indian food, appearance and overall customer service skills were discovered to be the vital traits in influencing customer satisfaction in the Indian restaurants.

“Our waiting staff explains our dishes to the customers. Firstly the customers see your face and your smile. It is important how you greet the customers and how you make them feel. Food comes afterwards. You get profit when your food and staff service is up to the mark. These are like the two wheels of our business. You have to maintain them well.” – Manager A.

“Restaurant staff plays a really important role in generating customer satisfaction, because it is the staff that actually deals with the customers. Our staff members have a good knowledge of our traditional Indian food and are able to answer the doubts of the local customers. All our staff members wear uniforms. Chefs are equally important. As a manager I have to bring the team together.” – Manager B.

Managers A and B explain how the friendliness of staff members and their knowledge of the food provided in the restaurant have a positive influence on customer satisfaction. This is because it is the staff members that deal with the restaurant patrons and influence their overall meal experience. On the other hand, Managers C and D elaborate the role of staff members in taking care of customers and making them feel at home in the restaurant. This corresponds with the present studies which reveal that staff member's behaviour and appearance has a vital impact of consumers' behaviour and attitudes (Ekinici & Riley, 2003). By creating a homely dining environment for the customers, the staff members influence the loyalty intentions and overall customer satisfaction levels of the patrons.

“The first and the foremost role of our staff members is to greet the customers with a smile and make them feel homely. It is important to offer the ideal seats to the customers. Within like 3-4 minutes after the food has been served and the customer starts eating it, the staff has to check if everything is alright according to their requirements. So the customers feel that they have been cared for. These are the basic rules of any service industry.” – Manager D.

“Our Staff members are really friendly with the customer and hence the customers feel free to enjoy the food. They make our customers feel at home. Our staff strictly follows the host responsibility policy.” – Manager C.

“You have to maintain a standard in terms of staffing. Our chefs are good at improvisation. They deliver the final product to the customer.” - Manager F.

The comments from Manager F reveal the importance of the chefs in the Indian restaurants as they improvise the food based upon the customers’ demands in order to adapt to their taste. Besides, maintaining a standard in term of restaurant staffing is observed to be highly important in generating customer satisfaction. Additionally, the staff members also cater to the demands of Indian origin customers by engaging with them using Indian dialects in order to exhibit friendliness. The comments from Manager E are self explanatory and provide an apt conclusion to this section by highlighting the significance of the role of staff members in generating customer satisfaction and return patronage.

“Customer service is really important for our business. Customer satisfaction is what generates business for us. Even the chefs, they have a very important role as to how do they present the food to the customers. We also get a lot of customers from India. So we have to make sure that we talk to them in Hindi or Punjabi to make them feel at home and provide good customer service. Since they already know about Indian food, customer service makes a good difference. When it comes to the local customers, our waiting staff usually remembers them from

their previous visit to the restaurant. When the customers visit us for the second time they are usually surprised to see that we remember them from their first visit to the restaurant here. Such small things really matter to the customers. If our staff delivers a good first experience to the customers, they will visit us again and again.” - Manager E.

4.5 Chapter Summary

The main objective of this chapter was to display the relevant findings of this research project and offer comparisons with the existing literature wherever applicable. Perceived authenticity is an important factor that is often linked with ethnic restaurants in context of the food provided, as well as the other tangible and intangible variables in the restaurant servicescape (Ebster & Guist, 2005; Wang & Mattila, 2015). Ethnic restaurant attributes like food quality, service quality, restaurant atmospherics and authenticity, have been previously known to influence customer satisfaction (Liu & Jang, 2009 a, 2009 b). Although, there have been relatively few studies that have analyzed Indian cuisine in a hospitality backdrop, the findings of this study support the generalized literature on the role of authenticity in ethnic restaurants. By carrying out menu and servicescape analysis of Indian restaurants along with semi-structured interviews of Indian restaurant managers, the current research project identified various elements that depict the role of authenticity in generation customer satisfaction in the Indian restaurants in Christchurch.

The menu analysis component of this study was carried out to identify the frequency of the in the menus of the Indian restaurants in Christchurch and to observe other elements of menu design, such as font, use of colours and pictorial representation that conveyed the authentic traits of the restaurants. It was found out that Indian restaurant menus act as a marketing agent to convey the authentic traits of the ethnic cuisine provided by the Indian restaurants. The restaurant menus depicted the type of cuisine provided by the Indian restaurants, thereby marketing the authentic elements of the exotic Indian cuisine. The use of colours, fonts and pictorial representation of dishes in the menus reinforced the image of the restaurant. Thus, the Indian restaurant menus were an extension of the restaurant’s personality and boosted the required tangible evidence to reflect authenticity, which has been previously studied to have impact on customer engagement

levels in the existing literature (Radice & Arpaia, 1986; Molz, 2004). The types of dishes were duly segregated into generalized sections of entrée dishes, mains, bread, rice dishes, drinks and desserts. The menu analysis component revealed that the Indian restaurants incorporated a standard selection of iconic regional dishes in their menus along with a few unique varieties, which corresponds with the existing studies carried out on ethnic restaurant menus (Ferguson, 1981). All the dishes were well described in English to convey the ingredients and flavour of the food. Additionally, the menus offered the option of customization of the dishes in order to mitigate strong flavours and spice levels to cater to the local audience. This trait has been previously observed in the present ethnic restaurant studies (Lu & Fine, 1995). Overall, the menu analysis component reveals that the Indian restaurant menu reflects the authenticity of the restaurant by acting as a marketing agent, customer engagement tool and depicting the variety of popular and unique dishes that each restaurant caters to along with other services. This suggests the relevance of Indian restaurant menu in influencing customer satisfaction.

The servicescape analysis component of this study was carried out using the servicescape framework derived from the existing literature (Bitner, 1992; Tombs & McColl-Kennedy, 2003; Turley & Milliman, 2000). This component revealed that a majority of the Indian restaurants utilized the required exterior and interior variables, along with aligned store layout facilities and socio-servicescape elements that reflected the authentic facets of Indian culture (see, Tables 14 to 18). The impact of physical and intangible elements and socio-servicescape elements on consumer behaviour and customer satisfaction in a service environment has been extensively studied in the existing research (Bitner, 1992; Lam et al., 2011; Nguyen, 2006; Ryu & Jang, 2007; Ryu & Han, 2011; Zeithaml et al., 1985). The use of Indian symbols and artifacts, wall décor along with Bollywood music in the backdrop was observed in most of the studied Indian restaurants. “Palace on Wheels” and “Bollywood Wall” were the two highlights of theming and wall décor elements deployed by the studied Indian restaurants. This supports the existing studies which state that authentic markers such as décor, artwork and music along with stereotyped cultural symbols are used by ethnic restaurants to create a unique servicescape setting in order to cater to the perceptions of its patrons. This serves as a platform for individuals to connect to their own culture and also provides interactive opportunities to local diners who wish to interact with “othered” foreign cuisines (Barbas, 2003). Overall, it was observed that most of the studied

Indian restaurants in Christchurch possessed the required servicescape elements that provided a distinctive Indian dining environment to the patrons.

Semi-structured interviews were carried out to supplement the findings of menu and servicescape analyses. The analysis of the interview transcripts revealed managerial perceptions of elements in menu design and the role of authenticity and related servicescape attributes in influencing customer satisfaction. It was found out that the use of homemade spices and ingredients, iconic Indian dishes and Indian restaurant chefs were the main elements of Indian cuisine. Additionally, a few Indian restaurants reflected authenticity of their cuisine by maintaining the natural traits of Indian food, thereby exhibiting objective authenticity (Ebster & Guist, 2005). On the other hand, the restaurants also negotiated authenticity by mitigating a few dishes in order to adapt their cuisine to the local audience (Lu & Fine, 1995). While investigating the customer perceptions with regards to Indian cuisine it was observed that Christchurch patrons perceive authenticity of Indian cuisine through their emotional experiences; their previous encounters and familiarity with Indian food and to supplement their cultural knowledge. All these traits run parallel with the existing studies carried out on customer perceptions of authenticity (Ebster & Guist, 2005; Sukalakamala & Boyce, 2007). Customer feedback; variety of colours and flavours along with popularity of the dish were the main factors influencing menu selection of the Indian restaurants. The analysis of transcripts revealed the tendency of local patrons to order familiar dishes during most of their dining encounters. This explains why Indian restaurants incorporate a majority of similar iconic dishes in their menus. The Indian restaurant menu design comprises of a combination of both traditional and western elements. Besides, the findings of interview analysis also convey that most of the Indian restaurants use a variety of traditional symbols and artifacts, wall décor, Bollywood music and theming to make their service environment distinctive by reflecting the “Indianness” of the restaurant. Indian restaurants also employ well trained and friendly staff members who interact and convey the authentic elements of restaurant dishes to the customers. The restaurant chefs deliver the final product to the customers and are good at improvising strong flavours in order to cater to the local customers. A positive response of customer interactions and feedback, as observed in the analysis of transcripts, highlights the influence of these distinctive servicescape elements in influencing customer satisfaction. This is concurrent with the findings of existing studies which state that ethnic restaurant atmospherics

and authenticity have a significant influence on customer satisfaction (Liu & Jang, 2009a, 2009b).

5. Conclusion and Recommendations

5.1 Introduction

The purpose of this research project was to determine the elements in the Indian restaurant menu and servicescape that influence customer satisfaction along with the managerial perceptions on the role of authenticity and related attributes in influencing customer satisfaction in Christchurch. This project aimed to address and explore the answers to the following research questions:

Research Question 1: What are the important authentic menu and servicescape elements in Indian restaurants that influence customer satisfaction?

Research Question 2: What authentic attributes do Indian restaurant managers deem important in order to generate customer satisfaction?

This chapter provides a summary of the significant findings of this research project with regards to the research questions and concludes by highlighting the limitations and contribution of this study along with recommendations for future research. The findings of this research project are discussed in accordance with the research questions in the upcoming section.

5.2 Summary of the Research

Perceived authenticity was observed to be an important factor that was often linked with ethnic restaurants in context of the food provided, as well as the other tangible and intangible variables in the restaurant servicescape (Ebster & Guist, 2005; Wang & Mattila, 2015). Existing studies had also postulated that the authenticity of an ethnic restaurant influences customer satisfaction (Ebster & Guist, 2005; Sukalakamala & Boyce, 2007; Roseman, 2006; Wood & Muñoz, 2007). Previous studies carried out on ethnic restaurants stated that restaurant attributes like food quality, service quality, restaurant atmospherics and authenticity, influence customer satisfaction (Liu & Jang, 2009 a, 2009 b; Ebster & Guist, 2005).

Indian cuisine is widely available around the world as a result of the growth of the Indian diaspora, particularly in the countries of the former British Empire (Josiam & Monteiro, 2004). Despite Indian cuisine being an international phenomenon (Chhabra, et al., 2013), and the long history of the Indian community in New Zealand (Spoonley, 2006), no discrete research on Indian restaurants had previously been undertaken in New Zealand. Only a small number of studies had explored Indian cuisine in a hospitality backdrop (Chhabra et al., 2013) and the perception of Indian restaurants based outside of India (Josiam et al., 2007; Josiam & Monteiro, 2004). Thus, an apparent gap was identified in terms of the academic literature, which this study aimed to tackle.

The literature on ethnic restaurants revolves around the perceptions of customers and the effects of authenticity (Jang et al., 2012; Lu et al., 2015; Sukalakamala & Boyce, 2007; Tsai & Lu, 2012). However, it neglects the restaurants' perception of ethnicity, authenticity, related attributes like restaurant servicescape and their role in generating customer satisfaction. This research however aimed to cover the Indian restaurant managers' perceptions of menu elements, restaurant servicescape, authenticity and their role in generating customer satisfaction during and after an overall meal experience at their respective restaurants.

This research project was performed on the selected Indian restaurants in Christchurch, which is the third largest city in New Zealand. The city is ethnically and culturally diverse as many immigrants, students and tourists from across the globe either dwell or travel in Christchurch. The demand for ethnic foods from a large immigrant population, along with local adventurous diners, has contributed to an increase in the number of ethnic restaurants in the city, including those selling Indian food. A mixed method research design was deployed in order to attain the objectives of this study. This comprised of menu and servicescape analysis of selected Indian restaurants, followed by the semi-structured interviews of restaurant managers. Menu and Servicescape analysis was performed to determine the frequency of the dishes in the restaurant menu and distinctive elements in the restaurant servicescape. Semi-structured interviews were carried out to determine the manager perceptions of authenticity and related attributes in influencing customer satisfaction. The transcripts were then analyzed accordingly to derive meaningful findings.

Research Question 1: What are the important authentic menu and servicescape elements in Indian restaurants that influence customer satisfaction?

This study found out that the Indian restaurant menus acted as a marketing agent of the Indian restaurants as it depicted the type of distinctive cuisine offered by the respective restaurants (see, section 4.2). Thus, it portrays distinctive Indian cuisine as the cultural emblem of Indian identity (Edles, 2004). The menus of Indian restaurants used colours, fonts and pictorial representation of dishes that reinforced the image of the respective restaurant. Thus, the Indian restaurant menus turned into an extension of the restaurant's personality, thereby uplifting the required tangible evidence to reflect authenticity, which has been previously studied to have impact on customer engagement levels in the existing literature (Radice & Arpaia, 1986; Molz, 2004). Furthermore, the Indian restaurant menu was ideally segregated into various sections: entrée dishes, mains, rice dishes, breads, side dishes, drinks and desserts. The mains of the Indian restaurants were further classified into chicken, lamb, vegetarian, seafood and other meat dishes. The restaurants generally offered iconic Indian dishes on their platter with added varieties and specials (see, Tables 3 to 13). This runs parallel with the existing literature which states that ethnic restaurants utilize a standard selection of iconic dishes in their menus (Ferguson, 1981). The analysis of interview transcripts divulges the reason for emphasizing more on the popular dishes on the menu. It was observed that the selection of dishes on the menu was highly patron oriented as local customers perceive authenticity of Indian cuisine through their familiarity and knowledge of popular iconic Indian dishes (see, section 4.4.4). All the dishes were well described in English to convey the ingredients and flavours of the food along with allergic advises to the local patrons. Additionally, the Indian restaurant menus offered the option of customization of the dishes to the local audience in order to mitigate strong flavours and spice levels that they might not be accustomed to. This tendency of mitigating strong ethnic food flavours to blend the cuisine to the local market has been observed in the existing studies on ethnic restaurants (Lu & Fine, 1995). Overall, it can be derived that Indian restaurant menu influences customer satisfaction and engagement by 1) depicting the type of cuisine catered by the restaurant; 2) reflecting the authentic personality of the restaurant; 3) including the pictorial representation of dishes; 4) incorporating iconic and familiar dishes along with regional varieties; 5) conveying the elements of Indian cuisine to the local audience by describing the dishes in English; and 6)

offering customization of the dishes to adapt authentic Indian dishes according to the preferences of local customers. It is imperative to carry out further research on customer perceptions of Indian restaurant menu in order to verify the findings of this research project.

The impact of physical and intangible elements and socio-servicescape elements on consumer behaviour and customer satisfaction in a service environment has been extensively studied in the present studies (Bitner, 1992; Lam et al., 2011; Nguyen, 2006; Ryu & Jang, 2007; Ryu & Han, 2011; Zeithaml et al., 1985). The servicescape analysis of Indian restaurants was carried out using the servicescape framework derived from the literature review (Bitner, 1992; Tombs & McColl-Kennedy, 2003; Turley & Milliman, 2000). The analysis revealed that a majority of the Indian restaurants contained the required exterior and interior variables, along with aligned store layout facilities and socio-servicescape elements that reflected the authentic facets of Indian culture (see, Tables 15 to 19). The entrances of the Indian restaurants displayed the name and logo of the respective restaurant. Proper alignment of store layout and dining facilities were omnipresent in all the studied ethnic restaurants. Few of the Indian restaurants also utilized open kitchen facilities for added emphasis. Interior variables in the form of idols of Indian deities, painted walls, use of Bollywood music along with mellow lighting and ambient facilities were observed in majority of the restaurants. “Bollywood Wall” and “Palace on Wheels” were the pinnacle elements of wall décor and theming in the Indian restaurant servicescape. On the other hand, the findings also pinpoint that small scale restaurants focus more on the food quality aspect and deploy minimum servicescape elements. The analysis of the interview transcripts disclosed that theming and use of high end servicescape elements was dependent upon the brand strength and financial capabilities of the Indian restaurants (see, Section 4.4.7). Furthermore, the Indian restaurants employed well trained and friendly staff members which pertain to the socio-servicescape elements of the servicescape framework. In a general context, it can be stated that the Indian restaurant servicescape influences customer satisfaction through, 1) the use of authentic symbols and artifacts; 2) store layout facilities; 3) ethnic wall décor; 4) ethnic theming; 5) use of Bollywood music in the backdrop; 6) ambient lighting facilities; and 7) friendly and well trained staff members. Authentic markers such as artwork music and décor along with conventional cultural symbols are known to be deployed by ethnic restaurants to create a unique servicescape setting in order to cater to the perceptions of its patrons (Ebster & Guist, 2005).

This enables customers connect to their own culture and also provides interactive opportunities to adventurous local diners who wish to interact with “othered” (Indian) foreign cuisines (Barbas, 2003). Additionally, to determine the influence of the observed servicescape attributes on local customers, it is essentially to carry out further research to monitor customer perceptions of authentic Indian servicescape features.

Research Question 2: What authentic attributes do Indian restaurant managers deem important in order to generate customer satisfaction?

The investigation of the interview transcripts conveyed that the Indian restaurant managers deem the use of homemade traditional spices and ingredients, the popular Indian dishes and the Indian restaurant chefs as the main elements of Indian cuisine provided in the restaurant. With regards to perceptions of authenticity, it is was found out that a few Indian restaurants exhibit authenticity of their cuisine by trying their best to maintain the traditional elements in the Indian dishes served by them, thereby exhibiting objectivist authenticity (Ebster & Guist, 2005). On the other hand, a few Indian restaurant managers also divulged that authenticity of their cuisine was negotiated by mitigating strong flavours in their dishes in order to cater to the local patrons in Christchurch. Additionally, when enquired about customer perceptions of authentic Indian cuisine it was observed that the patrons in Christchurch judge the authenticity of Indian cuisine through their familiarity with popular Indian dishes and their emotional experience of the overall dining encounter. Besides, the dining out habits of patrons conveys that the local customers look forward to try Indian cuisine in order to supplement their cultural knowledge. This complements the present literature which states that customers pursue authenticity in order to amplify their cultural knowledge by experiencing ethnic foods (Lego et al., 2002; Molz, 2004; Sukalakamala & Boyce, 2007). When compared to the existing studies, the dining behaviour of the local patrons expresses their post-modernist personality while perceiving the authenticity of Indian cuisine (Ebster & Guist, 2005). According the restaurant managers the menu selection of Indian restaurants was influenced by colours, flavour and variety of Indian dishes along with regional elements and popular Indian dishes. Customer feedback was equally imperative while incorporating a new dish in the restaurant menu. In general, the menu design had a blend of

traditional and western elements to enhance the exposure of restaurant menu to the local patrons. Restaurant layout, theming and the use of ethnic Indian artifacts and wall décor were identified as the distinctive elements of the physical environment of the Indian restaurant servicescape. The managers' acknowledged the positive role of open kitchen, theming and wall décor in engaging the customers during waiting time and dining period in the restaurant. The analysis of transcripts also highlighted the customers' positive reception of the distinctive Indian décor and theming deployed by the Indian restaurants. Existing studies performed on servicescapes reveal that positive physical environment in a service setting influences customer satisfaction levels and buying behaviour of the patrons (Bitner, 1992; Lam, 2011; Ryu & Jang, 2007; Ryu & Han, 2011). The analyses of the interviews, thereby, complement the present studies carried out on servicescapes. Besides, the investigation of transcripts also revealed that the Indian restaurant managers highly valued the role of staff in influencing customer satisfaction. The role of waiting staff in explaining the flavours and ingredients of the dishes to the customers was considered to be imperative. Additionally, the significance of restaurant chefs, who are one of the main elements of Indian cuisine, was acknowledged by the restaurant managers, as it is the chefs that deliver the final product to the customers. The chefs played a crucial role in improvising the authentic dishes as per the customers' preferences. Staff members were deemed to be friendly and well behaved. This corresponds with the present studies which reveal that staff member's behaviour and appearance has a vital impact of consumers' behaviour and attitudes (Ekinici & Riley, 2003). Overall, it can be derived that the Indian restaurant managers acknowledge the role of authentic features in the restaurant menu, use of ingredients and overall food cooking process, theming, restaurant layout, wall décor, restaurant staff and additional servicescape elements in influencing customer satisfaction. This supplements the findings derived in the menu and servicescape analysis component of this research project (see, sections 4.3 & 4.4). In order to determine the relevance of these managerial perceptions it is essential to match them with the customer perceptions by carrying out further research to identify the similarities or gaps therein. This will potentially lead to in depth managerial implications that may have a positive impact on the economic aspect of Indian restaurants.

5.3 Limitations of the Study

The current research project studied ten Indian restaurants in Christchurch. It is acknowledged that carrying out a census of Indian restaurants in Christchurch would have potentially revealed broader themes in terms of Indian restaurant menu and servicescape and managerial perceptions. Besides, it might have enhanced the overall findings of this study.

This study purely focuses on the Indian restaurant perceptions with regards to the role of authenticity and related attributes in influencing customer satisfaction. Likewise, this study did not cater to the business aspect of the Indian restaurants. It is understood that studying customer perceptions regarding Indian restaurant menu and servicescape elements would have added depth to the overall research work. Comparison of managerial and customer perceptions could lead to potential managerial implications that may benefit the Indian restaurant management in Christchurch. Future research needs to be conducted in order to monitor customer perceptions of authenticity in Indian restaurants and servicescape elements in order to derive apt managerial implications from a business perspective.

As per the ethical considerations of this study, the researcher had to safeguard the privacy of the studied Indian restaurants and managers. Thus, the researcher had to amend the data accordingly, which may have an impact on the presentation and comparison of the findings of this study. It is also understood that the semi-structured interviews implemented for data collection in this study are participant driven and thereby entirely depend upon the participants' willingness to share apt information on topics they might consider sensitive or are hesitant about.

Bracketing was carried out prior to the commencement of semi-structured interviews in order to make the researcher aware of his own personal biases related to Indian cuisine and other familiar elements of this study. At the same time, it is recognized that exclusion of biases cannot be assured as the observation and content analysis of the data is subjected to researcher's interpretation.

5.4 Recommendations for Future Research

This study covered managerial perceptions of authenticity and related attributes in Indian restaurants in Christchurch. Further studies can be carried out with a larger sample size to obtain in depth and accurate findings of authenticity and its role in influencing customer satisfaction in Indian restaurants. As observed in the literature review (see, chapter 2.5) it is understood that the city of Christchurch thrives on multiculturalism. Similar studies can be carried out in the context of ethnic restaurants representing different cultures in Christchurch and other major cities in New Zealand. Carrying out similar or broader studies on ethnic restaurants in a non-western scenario would have further emphasis on the hospitality and marketing literature. It is recommended that future studies should incorporate core quantitative methods in order to perform menu analysis of ethnic restaurants. Analyzing customer perceptions of authenticity in Indian and other ethnic restaurants in Christchurch can offer broad managerial implications and contributions to the relevant existing studies. Thus, future research on similar topics should incorporate a blend of both managerial and customer perceptions with regards to authenticity and related servicescape attributes in an ethnic restaurant context.

5.5 Contribution of the Present Study

The current research project is the first to carry out research on Indian restaurants in New Zealand. The findings of this research contribute to the limited existing studies performed on ethnic restaurants in a non-western context. Additionally, this study taps on to the managerial perceptions of authenticity and related attributes in Indian restaurants. This project may potentially act as a base to carry out similar studies on ethnic restaurants in New Zealand with a larger sample size. The suggestions provided in the findings and conclusion chapters of this project highlight a need to carry out further research to monitor customer perceptions of authenticity in Indian restaurants to supplement the managerial perceptions and findings of menu and servicescape analysis derived in this study. This provides opportunities for researchers to carry out in depth exploration of the topic in an ethnic restaurant context. The findings of this study provide in depth comparison with the present literature, wherever applicable, in order to justify its relevance. The menu analysis component of this research presents the frequency of dishes in the Indian restaurant menu along with additional elements of menu design. The Indian restaurant management can observe the findings of menu analysis to compare the dishes in their

current inventory and plan out additional varieties for their menus, as required. The project highlights the positive impact of restaurant servicescape and menu in influencing customer satisfaction. Based on the findings of this study, Indian restaurant or ethnic restaurant management, in general, can potentially plan to establish and incorporate a few missing elements in their servicescape and menu to further enhance the arsenal of authentic attributes to influence customer satisfaction in Christchurch or other major cities in New Zealand.

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Appendix

Appendix A: Participant Information Sheet

Information Sheet



Department: Department of Management, Marketing and Entrepreneurship.
Information Sheet for: Participants volunteering for interviews as part of this research.
Locality: University of Canterbury, Christchurch, New Zealand.
Researcher: Mr. Ameya Parodkar.
Contact Number: +64 22 057 2977
Email: ameya.parodkar@pg.canterbury.ac.nz

Indian Foodways in Christchurch: A study of Indian restaurants.

Information Sheet for Research Participants.

You are hereby invited to take part in this research which examines the perceived role of the attributes of an Indian restaurant, e.g. menu, design, and the ability of Indian restaurants to generate customer satisfaction in the Christchurch market. This research is being conducted as a part of a Master of Commerce degree at the University of Canterbury. Whether or not to participate in this research is entirely your choice. If you do not wish to participate in this research, you do not have to give a reason, and your choice will be unquestionably accepted. If you wish to participate now, but change your decision later, you can still pull out of this research at any time. Participation in this study will not incur you any cost.

This participation information sheet will help you to decide if you would like to participate in this study. The overall components of the participant information sheet revolve around the aim of this study, what your participation in this study would involve, how beneficial will the study be for you, what risks there might be and what will happen to the data gathered after this research ends. As a researcher, I will personally go through this information with you and answer any questions you may have. You may feel free to discuss your participation in this research with your colleagues, partners or owners of the restaurant.

If you decide to participate in this study, you will be asked to sign the Consent Form attached to this document. You will be provided copies of both the Participant Information Sheet and the Consent Form for your reference. This document is 3 pages long, including the Consent Form. Please ensure that you have read and understood all the pages of these two documents.

What is the purpose of the study? :

The purpose of this research is to gain a better understanding of the attributes and design elements, e.g. menu, restaurant layout and decoration, in Indian restaurants in Christchurch and how restaurants perceive their influence in generating customer satisfaction. Participating restaurant managers and staff will be interviewed regarding what they and their customers understand as the "authentic" elements in their restaurant and how this influences customers. By participating you will therefore contribute in understanding the effect of various elements of Indian restaurants in affecting customer satisfaction.

Christchurch is becoming more ethnically and culturally diverse. The demand for ethnic foods from a large immigrant population has potentially contributed to an increase in the number of ethnic restaurants. Despite Indian cuisine being an international phenomenon, and the long history of the Indian Community in New Zealand, it has been observed that no specific research on Indian restaurants has previously been undertaken in New Zealand. Thus, by participating in this research, you will be helping contribute to improving our understanding of Indian cuisine and restaurants and the important part they play in New Zealand foodways.

Mr. Ameya Parodkar

As a participant, your in-depth views with regards to Indian cuisine, restaurant management and customer satisfaction will be noted. The data will be rendered anonymous and in order to protect participants' privacy all names of participants will be changed for use in this project.

The researcher, Mr. Ameya Parodkar, comes from Mumbai, India and is carrying out this project as a requirement for the Master of Commerce degree under the supervision of Professor C. Michael Hall, who can be contacted via email at michael.hall@canterbury.ac.nz. He will be indeed pleased to discuss any issues or concerns you may have about participating in this study.

This project has been reviewed and approved by the University of Canterbury Human Ethics Committee, and participants should address any complaints to The Chair, Human Ethics Committee, University of Canterbury, Private Bag 4800, Christchurch (human-ethics@canterbury.ac.nz).

What will my participation in the study involve? :

The managers and/or owners and staff of Indian restaurants in Christchurch will be the sole participants of this research project. The participants will be asked to convey their experiences and understandings via semi-structured interview undertaken by the researcher. It is expected that each interview will last for approximately 30 minutes. The questions will solely revolve around certain aspects of the research topic.

Interviews may be recorded via an audio device subject to the consent of participants. Once the researcher has transcribed and summarized the fully transcribed interview and summary, it will be provided to the participant, who is then encouraged to read and check the transcripts for accuracy.

Rights of the participants:

The nature of participation is voluntary. This means that participants are free to decline to participate and/or withdraw from this research at any practically viable time before the final submission date for the thesis. If the participant wishes to withdraw prior to the submission date (20/02/2017), the researcher will not include any information or inputs garnered from the particular participant in this research. Participants also have the right to access the information collected as a part of this study. Transcribed interviews will be issued to the participants as a part of this research in order to ensure that the accuracy of information, as conveyed by the participant, is maintained. Participants have the right to point out and rectify the necessary misinterpretations in the transcripts, if any.

The results of this study may be published. Participants are assured that their confidentiality will be maintained throughout the project. Their identity will not be made public without a prior consent. To ensure anonymity and confidentiality, interview notes and transcripts will be stored securely on a private computer only accessible via password entry by the researcher. The data collected will be stored only until the project has been completed and will be destroyed and permanently deleted after that. A Thesis is a public document and will be available through the UC library.

Mr. Ameya Parodkar

Appendix B: Consent Form

Consent Form Template

This template is the starting point for constructing a Consent Form.

Researchers – please ensure you use everyday language, avoid jargon and due consideration is given before excluding any items from the template.



Department: Department of Management, Marketing and Entrepreneurship.

Researcher: Mr. Ameya Parodkar.

Contact Number: +64 22 057 2977

Email: ameya.parodkar@pg.canterbury.ac.nz

Consent Form for participation in research interview.

Research topic: Indian Foodways in Christchurch: A study of Indian restaurants.

I agree to participate in the research project conducted by Mr. Ameya Parodkar, a post-graduate student at the University of Canterbury. The purpose of this document is to specify the terms of my participation in this project through the medium of semi-structured interviews

- ☐ I have been given a full explanation of this project and have had the opportunity to ask questions.
- ☐ I understand what is required of me if I agree to take part in the research.
- ☐ I understand that participation is voluntary and I may withdraw at any time without penalty. Withdrawal of participation will also include the withdrawal of any information I have provided should this remain practically achievable.
- ☐ Participation in this project involves being interviewed by Mr. Ameya Parodkar in order to study the attributes and design elements of Indian restaurants in Christchurch and their influence on customer satisfaction. I understand that I can take as much as time I want to in order to share my views during the interview. I allow the researcher to take written notes during the interview. I also allow audio recording of the interview (using an audio device). In case, I do not want the interview to be recorded, I am entitled to request non-recording of the interview or withdraw from participation entirely.
- ☐ I understand that all data collected for the study will be kept in locked and secure facilities and/or in password protected electronic form and will be destroyed after the project has been completed.
- ☐ I understand the risks associated with taking part and how they will be managed.
- ☐ I understand that I am able to receive a report on the findings of the study by contacting the researcher at the conclusion of the project.
- ☐ I understand that I can contact the researcher Mr. Ameya Parodkar or supervisor Prof. C Michael Hall (email: michael.hall@canterbury.ac.nz) for further information. If I have any complaints, I can contact the Chair of the University of Canterbury Human Ethics Committee, Private Bag 4800, Christchurch (human-ethics@canterbury.ac.nz)
- ☐ I have read and understood the points and statements of this form. I have had all my questions satisfactorily answered by the researcher and by signing below; I voluntarily agree to participate in this research project.
- ☐ I have been given a copy of this consent form co-signed by the interviewer.

Name: _____ Signed: _____ Date: _____

Email address (for report of findings, if applicable): _____

[Instructions for return the consent form]

Mr. Ameya Parodkar

Appendix C: Interview Questions Template

Template of questions for semi-structured interviews



Department: Department of Management, Marketing and Entrepreneurship.
Locality: University of Canterbury, Christchurch, New Zealand.
Researcher: Mr. Ameya Parodkar.
Contact Number: +64 22 057 2977
Email: ameya.parodkar@pg.canterbury.ac.nz

Indian Foodways in Christchurch: A study of Indian restaurants Interview questions for research participants.

(Starts with introduction to participants and thanking them for their time and willingness to assist with the research, followed by outlining the background of the research)

- 1) What do you regard as the main elements of authentic Indian cuisine?
- 2) Do you regard what you provide in your restaurant, as an authentic Indian cuisine?
- 3) What do you think your customers perceive as authentic Indian cuisine?
- 4) What have been the main factors influencing the items in your menu selection?

Follow-up questions (as required):

4b) Is your menu designed with regards to traditional Indian cuisine or is it more westernized in order to cater to customers in Christchurch?

4c) Do you think the description of items on your menu help in conveying the authentic elements of Indian cuisine to your local customers?

5) What have been the main factors influencing the design and layout of your restaurant? (front-of-house and external only)

Follow-up question (if required):

5b) Do you think it is important with regards to if there is anything distinctly perceived as Indian about the design and/or atmosphere of your restaurant?

6) Please explain the role of your staff in influencing customer satisfaction during a meal at your restaurant.

The participants will also be invited to provide any further comments that they wish to convey on the thesis topic.

(The interview will be concluded by thanking participants, noting that they will be provided with the transcript of the interview to confirm its accuracy.)